

CHEMIST & DRUGGIST

The newsweekly for pharmacy

May 2, 1987

a Benn publication

Independents still
under pressure
from multiples
and drug stores,
say Nielsen

Hospital pay set
for 9pc rise?

David Thomas to
head NPA Board

Hydrocortisone:
C&D reviews
what's OTC

SDC's Top Ten
in cosmetics
and toiletries

C&D goes Out
and About with
a thwarted
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lactulose solution BP

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PRESCRIBING INFORMATION: **Presentation** Lactulose Solution BP containing lactulose 3.35 gm per 5 ml. Available in bottles of 300 ml and 1 litre and plastic containers of 5 litres. Basic NHS price £2.61, £7.73 and £38.45. **Indications** 1. Constipation. 2. Hepatic encephalopathy (Portal systemic encephalopathy); hepatic coma. **Dosage and Administration** Constipation: Starting dose - Adults 15 ml twice daily. Children 5-10 years 10 ml twice daily. Children under 5 years 5 ml twice daily. Babies 5 ml daily. Hepatic encephalopathy: 30-50 ml three times daily, and adjust according to response. **Contra-indications, Warnings, etc.**

Contra-indications: Galactosaemia. Gastro-intestinal obstruction. **Precautions:** Lactose intolerance. **Product Licence Number** 0512/5001.

References: 1. Florent C. et al. *J Clin Invest* 1985; 75: 608-613. 2. Palmie P.E. *Therapiewoche* 1980; 3: 4045-4049. 3. Hoffman K. et al. *Klinische Wochenschrift* 1964; 42 (3): 126-130. 4. Sanders J. *J Am Ger Soc* 1978; 26 (5): 236-239.

Further information is available from: Duphar Laboratories Limited, Gaters Hill, West End, Southampton SO3 3JD. Tel: 0703 472281.

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COMMENT



This week C&D contains a plethora of statistics from two major research companies, Nielsen and Syndicated Data Consultants, to whet the business appetites of both manufacturers and their target, retail pharmacists.

Nielsen last published their "Pharmacy and drug store trade report" in 1984 (C&D, March 24, p540). Then, as now, it showed the independent pharmacy to be under pressure from both the multiple and the drug store. The multiple pharmacy is taking an ever larger share of the market (up from 14 per cent in 1977 to 19.3 per cent in 1985 at £440m) while drug stores now turnover £356m a year (up 269 per cent on '77). Nielsen figures for 1984-85 show drug store numbers increasing faster than multiple pharmacies who themselves headed independents.

What the statistics take no account of is the rapid upsurge in pharmacy numbers throughout 1986 prompted by the new contract deadline (C&D, February 7, p185) or the possible 1,000 would-be pharmacists on FPC books, identified by David Sharpe (C&D, April 18, p681).

So quite what is in store for



the independent, apart from more healthy competition from fellow pharmacists and neighbourhood drug stores, is difficult to quantify. Certainly it is the drug store chains rather than the one-off entrepreneurs that are expanding rapidly (see Share's 32 per cent increase in pre-tax profits and 20 store, half-year boost, p798). However, whether it will be the pharmacy multiples that mop up the pharmaceutical minnows in the newly dammed pond, is a matter of conjecture. The British Pharmacists Association still insists this will be the case, but the Vantage franchise scheme and funds available from other wholesalers and the banks may yet mean the big boys have a fight on their hands. As ever, we

hope so. For nothing can beat the personal service given in a proprietor-run pharmacy which is commercially and professionally sound, and with "personality" to boot.

There is a market opportunity too, as shown by the SDC data on toiletry markets (p829) with sterling growth way above inflation in most cases. A careful mix of leading brands, local favourites, and pharmacy own brands, properly priced for the neighbourhood and the competition, should do the trick. It could push down further the reliance on NHS dispensing from 70 per cent peak reached by independents

Product knowledge, too, is the key to success in any market and regular marketing features such as "Haircare" in this issue, with guide to problem perms and colorant use, should be grist to the assistant, and, dare we say it, the pharmacist. If pharmacies want to be known as the universal High Street advice centre, not just, important as it is, as the healthcare specialist, then the NPA's "Ask your chemist" copy line must hold true for all lines in the community pharmacy.



Competition on two fronts for chemists

Multiple pharmacies and drug stores continued to expand — both in number and turnover — at a greater rate than independent pharmacies, according to a major trade survey from Nielsen published last week.

The gap in turnover between multiple pharmacies and independents appears to be widening. The average turnover of multiple and co-op pharmacies in 1985 was almost 38 per cent higher, at £296,299, than the average independent which was £214,874. The average drug store took £206,312 in 1985.

In 1984 the average turnover for multiple and co-op pharmacies was £267,395 — 34 per cent higher than the average independent at £199,355 (£176,838 for the average drug store).

In 1982 there was a similar gap with the average turnover of multiple and co-op pharmacies 35 per cent higher than that of independents at £228,972. But in 1977 they were similar at £100,800 for multiples and £98,583 for independents.

The information comes in Nielsen Marketing Research's "Pharmacy and drug store trade report 1987". The report charts the progress of pharmacies (excluding Boots) and drug stores (excluding F.W. Woolworth).

In 1986, says Nielsen, pharmacies and drug stores continued to face stiffer competition from the grocery sector for sales of toiletries and medicinal products. Nielsen say this led to a decline in real volume sales in 1986 compared with 1985 and that even the lower stock levels were still too high for the level of demand.

In interpreting the data in their report, Nielsen say the prevailing economic trends must be borne in mind. During 1986 retail price inflation fell from 6.1 per cent to 3.4 per cent. The rate of inflation for medicines and toiletries fell by a similar amount to 6.4 per cent in 1986.

Incomes increased by 7.2 per cent in the 12 months ending September 1986 compared with the whole of 1985, and consumer expenditure showed a sharp increase in share to 70.3 per cent. But the proportion spent in retail outlets fell to 40.6 per cent, probably, say Nielsen, because in part more was spent on services.

Independent pharmacies were outdone in 1985 both in increases in store numbers and in turnover by multiple and co-op pharmacies and drug stores.

The number of multiple and co-op pharmacies increased from 1,417 in 1984

to 1,486 in 1985 (4.9 per cent) while the number of independents increased from 8,373 to 8,552 (2.1 per cent) during the same period.

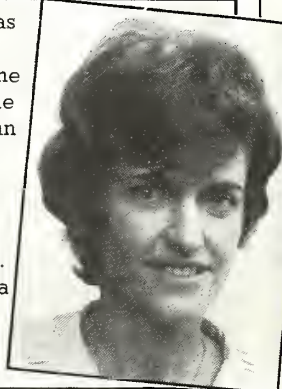
In turnover, multiples and co-ops increased by 16.2 per cent (£378.9m to £440.3m) from 1984 to 1985 while turnover in independents increased by only 10.1 per cent (£1,669.2m to £1,837.6m) over the same period.

Drug store numbers increased by 5.8 per cent from 1,632 in 1984 to 1,727 in 1985. And turnover increased by 23.5 per cent from £288.6m to £356.3m over the same period, say Nielsen.

The NHS share of all commodity volume in all pharmacies declined during 1985, reflecting the effect of comparatively lower Government funds devoted to the NHS sector, as well as buoyancy in the OTC market. The overall trend was not, however, supported by all sectors of the trade. In independent pharmacies the proportion of NHS business fell from 70 per cent in 1984 to 69.1 per cent in 1985, while in multiple pharmacies during the same period it rose from 53 to 54 per cent.

In distribution terms the concentration of multiple and co-op pharmacies remained strongest in London in 1985 where 24.8 per cent of the stores

PSGB Council has co-opted Jane Nicholson to fill the vacancy left by the resignation of John Butter. She will serve for the remainder of his term which expires next June. Mrs Nicholson is a registration adviser to E. R. Squibb



accounted for 30.5 per cent of turnover.

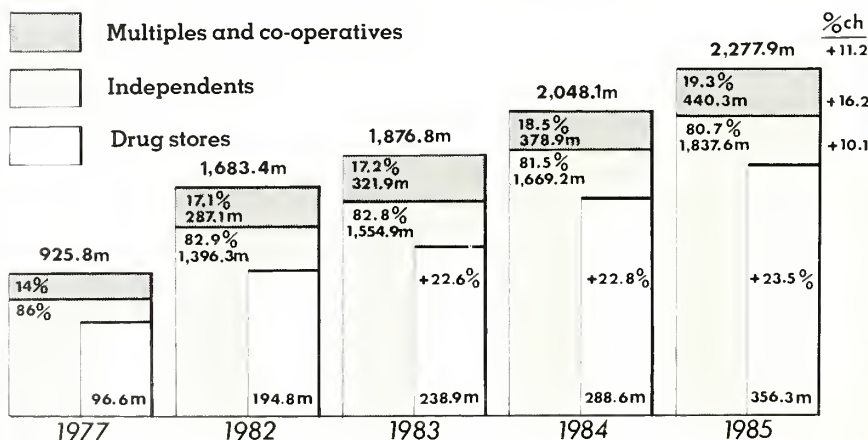
Some 27 per cent of independent pharmacies were located in London in 1985 accounting for 24.5 per cent of the sector's turnover in Great Britain.

Nielsen found that independent pharmacy numbers and turnover increased most in Anglia (up 5.2 per cent and 15.1 per cent from 1984 to 1985, respectively) and the Midlands (up 5 per cent and 15.5 per cent, respectively). Numbers fell in Southern (3.1 per cent) and Yorkshire (1.3 per cent) regions. In contrast multiples and co-ops showed the greatest increase in numbers in Southern (17.3 per cent) and Yorkshire (14.6 per cent) regions in 1985 compared with 1984.

The greatest concentration of drug stores was also in London (25 per cent of the stores and 29 per cent of turnover). The highest growth came in Scotland where there was a 10.7 per cent increase in store numbers (from 66 to 73) and 47 per cent increase in turnover (£7.9m to £11.6m) from 1984 to 1985.

Even in Tyne Tees, where multiple pharmacies declined in number and turnover, drug stores increased in number and turnover, showing, say Nielsen, a greater ability to exploit price advantage. Nielsen Marketing Research "Pharmacy and drug store trade report 1987". 132pp, £225 from the sales office, Nielsen Company Ltd, Nielsen House, Headington, Oxford OX3 9RX.

Pharmacies and drug stores sterling turnover total GB.



STOCK! IN THE NAME OF LOVE



Durex Gold • A longer, more natural plain ended condom • Spermicidal lubricant contains Nonoxynol 9 • Electronically tested • Unique gold colour • £250,000 of advertising in Sunday Supplements and Young Magazines • For further information write to Durex Contraception Information Service, North Circular Road, London E4 8QA •



Durex Gold is a trademark of LRC Products Ltd. A member of the Lardon International Group plc. Durex Gold condoms are designed solely for vaginal intercourse. Used every time you make love and in accordance with the manufacturer's instructions, they are an extremely effective form of contraception. It must be noted that no method of contraception can provide 100% protection against pregnancy or sexually transmitted diseases.

Remember last year when Mrs Jones came in asking for

“Something
that’s effective for
my hay fever?”

“



”

The remedy you chose to recommend then is ready for another successful season. Triludan, last year's most-recommended¹ and biggest-selling² antihistamine, is here, as reliable and effective as ever, to help you help hay fever sufferers.

1. Data on file. Merrell Dow Pharmaceuticals Ltd. 2. A.C. Nielsen. March/August 1986.

Trademarks: Merrell, Dow, Triludan.

Merrell
Medicines
Confidence in pharmacy

Nurses 9.5pc, doctors 7.7pc, pharmacists . . . ?

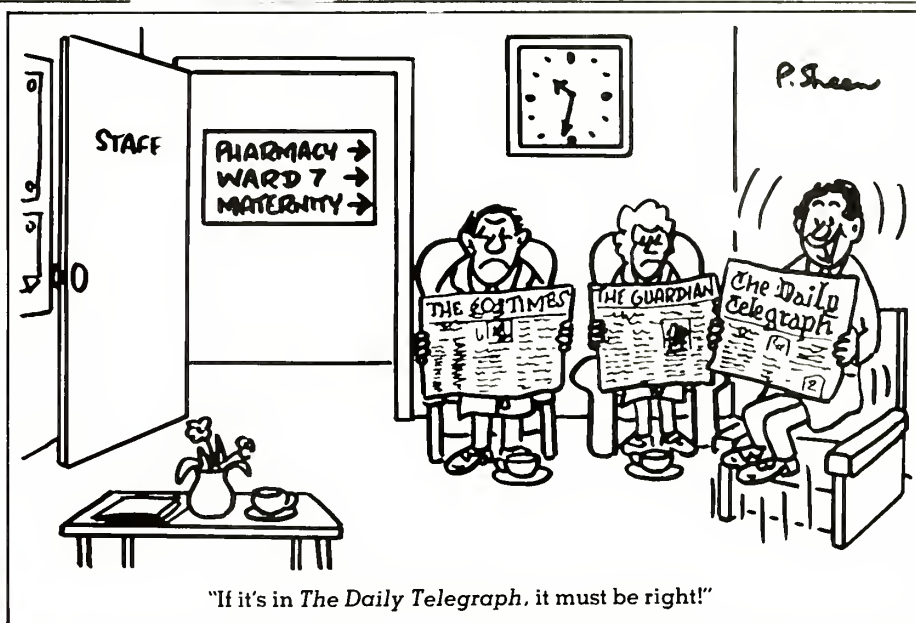
Hospital pharmacists have not yet received a 9 per cent pay rise, but hopes are high that the service will get a much needed injection of funds in this year's pay round.

Some confusion was created by the Press treatment of last week's NHS pay increase announcement, by the inclusion of pharmacists in some reports, notably in *The Daily Telegraph* and the *London Evening Standard*. The Government announced that it is to implement, in full, review body recommendations of pay rises of 9.5 per cent for nurses, 7.7 per cent for doctors, and 9.1 per cent for the professions allied to medicine (PAMs) — physiotherapists, radiographers and occupational therapists.

It was here that the *Telegraph* lumped pharmacists, but the profession still has its own Whitley Council for negotiations, rather than being part of the PAM's review body. Indeed, the staff side of the Pharmaceutical Whitley Council was meeting this Wednesday as *C&D* went to press to finalise the 1987 pay claim.

Whitley Council staff side chairman Bob Timson told *C&D* there was no basis in the *Daily Telegraph's* report. "Neither I nor the secretary of staff side have had anything put to us. We are going to be pushing for a big pay claim, of the same order as last year's or even higher."

Even so, the *Telegraph* angle appears to have some relevance for hospital pharmacists. The reasons given by the Government for implementing the 9.1 per cent rise for the PAMs are problems of recruitment and low morale, problems



also claimed by hospital pharmacists.

Staff side secretary, Dr David Bird said: "While feeling a little cynical about the timing of these rises in view of the approaching general election, we must say that hospital pharmacists should also get similar consideration." Staff side would obviously be looking at the pay claim in the light of the Government's announcement, he added.

Mr Timson said he hoped that the representations made by Pharmaceutical Society president Dr Geoff Booth to the Health Minister would have an influence. "I also hope the Cabinet was taking hospital pharmacists into account when it awarded other groups 9 per cent and that we will be getting similar offers."

The expectation is that hospital pharmacists will receive a similar increase. Mr Doug Hoyle MP (Lab), who is sponsored by ASTMS, of which the Guild of Hospital Pharmacists is a part, gave a cautious welcome to the news at Westminster on Tuesday. He told *C&D*: "Despite the 9 per cent increase, some of the best hospital pharmacists will still be lost to the private sector. But at least it is a step in the right direction."

that items from the kit are used instead of foreign products. Safa says each kit has supplies for 72 hours allowing time for the patient to be flown home.

They are available from Safa on receipt of a private prescription with an order form. The medicines are dispensed from Safa's registered premises in Parliament Street, Liverpool.

Safa spokeswoman Irene Symes says promotional and advertising material emphasises there is no guarantee of protection from AIDS or hepatitis. Following recent national Press coverage Safa has been receiving inquiries direct from individuals, and are now supplying around 100 kits a week. A mini-version for £10 contains syringes, needles, swabs, sterile dressings and sutures.

Crookes put sales on OTC steroids

There are potentially 6.5 million people in the UK who have a rash that could be treated with OTC hydrocortisone and the likely size of the market in the first year is about 2.6 million units or some £4m at *rsp*.

Crookes, who made the estimates at the launch of their OTC HC45 product this week, predict they will take 20 per cent of the market in the first year. The company also predicts that after the initial strong flurry of marketing activity only a couple of OTC hydrocortisone products will survive beyond the first year.

□ The Medicines (Products other than Veterinary Drugs) (Prescription Only) Amendment Order 1987 (SI 1987 No 674, HMSO £1.60), which introduces OTC hydrocortisone, has now been published. As well as the sustained release ibuprofen preparations moving POM to (*C&D* April, P679), the order deleted Debrisan from the POM list, along with podophyllum resin when used at maximum strength 2 per cent in ointments or plasters.

Dentifrices containing more than one of sodium fluoride, sodium monofluorophosphate and stannous fluoride are POM if the maximum strength is over 0.15 per cent calculated as fluorine.

Safa see boom in AIDS kits

Liverpool pharmacist Geoffrey Refson has claims of Royal customers for his AIDS avoidance emergency kit for travellers.

Mr Refson is managing director of Safa Ltd, Hill Street, Liverpool, and the company says it has supplied the £140 kits to Buckingham Palace. The kit contains five prescription drugs — Macroderm solution, dextrose solution, Avloclor, Paludrine, and Stemetil tablets — and needles, syringes, dressings, and swabs.

Anyone requiring emergency treatment in a foreign hospital can request

Practice unit

A practice research unit is being set up at the School of Pharmacy, University of London.

The Dean, Dr Frank Fish, confirmed that an appointment has been made, and the School is "about to embark on a fairly ambitious project of practice research". No further details are available.



**NOW PARACODOL'S TV MESSAGE
IS EVEN EASIER TO SWALLOW.**

Paracodol has been appearing on TV throughout the country. And, wherever it appears, sales are more than doubling.

PAIN

Even better news is that we've now developed Paracodol in an easier-to-take capsule form. Paracodol Capsules will help boost your sales even further.

CAN'T

Paracodol Capsules come in packs of ten and thirty. They'll be priced at 75p and £1.99, just like the soluble version. The standard trade margin on both Paracodol products is very healthy 33 per cent.

HIDE

With its heavy TV backing, plus the new non-soluble form, Paracodol is now set to become the star performer in the fast growing strong analgesic group.

FROM

You can confidently recommend Paracodol to customers seeking an effective painkiller in soluble or non-soluble form.



FISONS
Consumer Health

Survey reveals ailing Brits

Nearly a third of the population say they suffer from a long standing illness, disability or infirmity, according to a recent survey.

Among the findings of the "Health and Lifestyle Survey", is that one in three people who say they have migraine, back trouble or haemorrhoids say their condition is not being treated.

The survey gives more evidence of a link between health and unemployment. Jobless people over 40 are more likely to report ill health than those of similar age in work, but the survey found this difference was not present at younger ages.

At all ages, women report more illnesses than men, particularly headache and painful joints. They also take more prescribed medicine.

The survey is being conducted by a research team from Cambridge University. So far, 9,003 respondents have been interviewed, of which 7,414 were examined by a nurse for height, weight, heart rate, blood pressure, lung infection etc.

The results so far have shown that 8 per cent of men and 6 per cent of women have blood pressure that is too high, and are not being treated for it. Such levels have been recorded among people in their thirties. And one in four people receiving drugs for hypertension still have abnormally raised BP.

The survey also demonstrates the advantages of not smoking, through lung function tests; non-smokers and ex-smokers performed far better than regular smokers.

On diet, the researchers found that women generally eat a better diet than men, consuming more brown bread, fruit salads, and less fried food.

The full preliminary report price £16 inc P&P can be obtained from the *HPRT Information Office, Assets House, 17 Elverston Street, London SW1P 2QC*.

NI drugs list

GPs in Northern Ireland are to receive a recommended drugs list aimed at cutting costs, and standardising prescribing habits.

The introduction of the formulary follows a prescribing study of over half the practices in the Province by Dr Philip Reilly, the newly-appointed prescribing fellow to the Royal College of General Practitioners.



Peter Dodd, UniChem chief executive, sizing up two leading figures in New Zealand pharmacy — Earle Shaw FPS (left), president of the Pharmaceutical Society of New Zealand, and John Ashby FPS, president of the Chemists' Guild of New Zealand. The three men were pictured together after Mr Dodd addressed the CGNZ's annual conference

Catch-22 for pharmacists

Fewer price amendments, greater use of the Drug Tariff, and more "effective" means of negotiation will be as much part of Government moves to hold down spiralling health costs in the future as they are now.

From the pharmacist's point of view it appears to be a Catch-22 situation — more professionalism, more time, less money, UniChem chief executive Peter Dodd told the Chemists' Guild of New Zealand recently. "Often the solution has been to put greater emphasis on generics, creating a downward spiral in prices which the Drug Tariff follows," he said.

When price becomes the only consideration, product quality and consistency of supply takes a back seat, he warned, and the results of short term profiteering leading to long term losses are already being seen. "Only last month it was reported that the UK manufacture of generic ampicillin is likely to cease soon because production is no longer viable."

Generic drugs account for 15 per cent of NHS scripts, but only 6 per cent of their value. And of the current top 100 drugs in the UK only 5 will still be patent protected by 1990, said Mr Dodd. In 1984 11 of the 20 most prescribed drugs were the result of UK research.

"With two of the three political parties currently advocating a policy of full generic substitution, you can appreciate the size of the problem," said Mr Dodd.

He also accused the Department of Health of failing the pharmaceutical industry in not making known its views on OPD. "Perhaps it doesn't have one. I believe that, ostrich-like, it is sticking its head in the sand in the hope that the problem will go away — a fatuous policy which can only add to the confusion and ultimately increase the costs to be borne by the tax payer," he said.

IBA rules on condom ads

With a Government decision on condom advertising expected shortly, the Independent Broadcasting Authority has this week issued its drawn up guidelines (C&D March 14, p435).

Commercials can run on radio at anytime except between 7-9 am, and only on television after 9pm, says the IBA, and states that advertisements must be "restrained and in good taste" and not show products unwrapped. They must display a sense of social responsibility and not appear to promote promiscuity, it says.

But the IBA will accept normal marketing techniques including promotions. All products advertised must conform to British Standard 3704.

Drug security in hospitals

The Department of Health is to set up a working party to make sure medicines in hospitals are as securely stored as possible.

The group will be chaired by Professor Robert Duthie, consultant orthopaedic surgeon at the Nuffield Orthopaedic Centre, Oxford. Two pharmacists, Mrs A. Edwards, district pharmaceutical officer, Kingston Hospital and Mr J. Whitmore, principal pharmacist, Ipswich Hospital, are among ten other members.

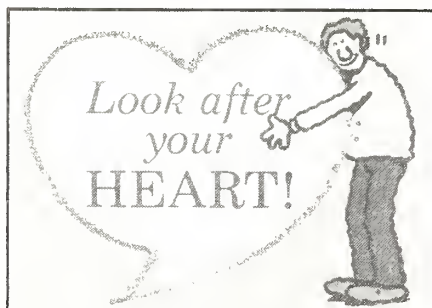
Announcing the move, Junior Health Minister Mrs Edwina Currie said: "There is growing concern over the security of medicines and we are therefore committed to a comprehensive review." New guidelines are expected by the New Year.

Generics check ?

The Department of Health played down a *Mail on Sunday* article that an official inquiry is being conducted into the safety of some generic drugs for sale in Britain.

The DHSS was alerted to the potential problem after the Australian Drug Evaluation Committee found "many deficiencies" in data for 30 or so generic products from Gestalt Proprietary in Pretoria, South Africa (C&D March 21).

In Australia doctors have been advised not to prescribe 33 generic drugs because of doubts about bioavailability. The DHSS says it is monitoring the situation.



Pharmacies are to receive 50 copies of the Health Education Authority's "Look after your heart" leaflet, to coincide with the national campaign (*C&D* last week, p739). The Pharmaceutical Society has received confirmation that Department of Health funds are available for distribution, and the National Pharmaceutical Association has reallocated £40,000 of its 1987 advertising budget to promote the LAYH campaign in pharmacies

NPA to explain 'P' category

An advertisement which explains "P" medicines to the public will appear in the National Pharmaceutical Association's "Ask your pharmacist" campaign in 1988.

It uses the copy line "The most effective medicines are not handed out just anywhere", and was approved by the NPA Board at its April meeting this week.

A second television commercial featuring sore throats and hoarse voices was also approved for the Autumn campaign. It has yet to be shown to the Independent Television Companies Association.

☐ Prizes worth £50 are to be donated to every school of pharmacy by the NPA. It will be left to each school to decide on the category for the prize but it is expected to be some area of pharmacy practice, NPA director Tim Astill told *C&D*.

July 1 for NI?

The Pharmaceutical Contractors Committee in Northern Ireland was to have given the Department of Health its opinion on Friday of the contract package it has been offered.

Following some delay the PCC was to have met on Thursday night to consider the package, several parts of which secretary Mr T. O'Rourke has indicated are unsatisfactory.

No date has yet been set for a full contractors' meeting as this depends on the outcome of Thursday's meeting. But DHSS plans to introduce the contract on June 1 now look impractical — July 1 seems a more realistic date.

Grampian survey

I like the sound of this: Grampian — a combination of Grandpa and grampus! Anyway, there we are via *C&D* last week, in Scotland, with a survey which is as revealing on how we see ourselves, as on how we would like to be. What we weren't given was the list of questions.

I assume there was a list, only because I find it hard to believe that 41 per cent said they favoured specialist pharmacists in fields such as domiciliary visiting, without there being some sort of prompt! It would never have occurred to me to envisage a pharmacist specialising in this way, since I rather thought we were being "geed" up to do the rounds of our elderly customers to check their stocks and their usage of what is prescribed.

My view is somewhat less high-faluting. It's my opinion that patients who get repeats should be obliged to bring the remainders of last month's prescribing with them to the pharmacy. It would then be easy to monitor whether they are taking them as prescribed, or are forgetful, or confused enough to need a set of those easy-to-use, weekly compliance kits.

You know the things . . . A set of boxes with dividers, you can load up with a weekly supply in advance. Patients who bring back stock, would only have the balance supplied to make up for the next 28 or 30 days supply, and the script endorsed with what we have given.

Feedback to the GPs might be of real benefit too, since his treatment must be assumed to be based on the patient response he sees. If they don't tell him they are not taking everything, then his assumptions are unsound . . .

Grumpi'uns . . .

Getting back to the Grumpi'uns. The Scots clearly believe the Society should have the legal clout to enforce minimum standards, and that pharmacists should present much more professionally orientated premises. Most think standards of supervision and control should be maintained as at present. So do I . . .

At this point I suppose I should be grateful I'm anonymous because what I'm about to say must be considered pretty cynical. I support the present regulations on supervision because it provides an ever present threat to those who pay, shall we say, less than total dedication to the legal requirement. They know they are breaking the rules and are therefore under constraint despite themselves. Those of us,

upright and honourable to the end, who absent ourselves from the premises during working hours, only do this when there are over-ridingly good reasons. Like delivering an urgently needed medicine. Or oxygen. Or going to buy the girls a cake as an excuse to get a breath of fresh air, an escape from the claustrophobia of modern, computerised dispensary!

Sweet reasonableness dictates a degree of flexibility which, although it might not be admitted, does in fact govern the remarkably adult relations between contractor pharmacists and Society inspectors who are well able to distinguish between what is not unreasonable, and what is unacceptable. In this one sphere they have the power to take action . . . Yet at a time when we are asking for greater powers, here we are talking about a relaxation of control. It would knock out the only teeth our Society has to discipline recalcitrants. I'd rather have this law and see it slightly bent on occasions, than have none at all.

Schizophrenia

I have half a dozen regular customers who suffer endogenous schizophrenia. I found the article last week truly enlightening (p769), since it made clearer to me how it is that two of my friends are unable to discern a recurrence until their families have to take action of one sort or another. The others, however, having accepted they are sufferers, seem able to manage their complaint with remarkable style, recognising for themselves when all is not well by reading the responses given by people they meet.

Years ago a pharmacologist told me: "They will lick mental illness in a few years." Since I was working in a hospital with a big psychiatric unit I hoped he was right, but didn't believe him. I don't think anything has given me more satisfaction than the near fulfilment of his somewhat arrogant assertion.

Colourless?

Those who have seen, let alone had to cope with, children whose hyperactivity can be shown to be a response to some of the colourings in foods, will rejoice to learn artificial colorants are to be banned from baby foods. Since, in the past, I had to help prepare foods from raw materials for our young children, I find myself wondering whether the pale, porridge colour my efforts produced will grab the imagination of the person buying, as did the older brightly coloured foods. Maybe chlorophyll, carotene, and blackcurrant juice will provide alternatives?

The thwarted thespian

Once upon a time in the swinging sixties, two pharmacists worked the 9pm to 9am shift at an all-night pharmacy in London's Kilburn High Road. Separated by their cultural backgrounds — one was an Australian, the other a Scot — they were united by a common desire: to get out of pharmacy fast. For the Australian was an aspiring male model who toured modelling agencies by day. The Scot believed himself the Highlands' answer to Richard Burton, and his days were spent at auditions and visiting agents.

And like all good "once upon a time" stories, this one has a happy ending. The Aussie was immortalised on hoardings countrywide promoting his homeland's cling, peaches. The Scot has a more substantial claim to fame. Gerry Davis, now freelance journalist and broadcaster, hosts a daily current affairs programme on Radio Aberdeen, a weekly show on big band music and does football commentary on Saturdays. In between times he produces documentaries and features for Radio 4, the World Service, and Forces Radio. It is many years since Gerry set foot inside a pharmacy to work but he has remained on the Register throughout. Even after 17 years in the broadcasting he feels it is still a "funny business". "It is nice to know I could always do a locum if necessary — it's my security," he says.

Not surprisingly, pharmacy wasn't Gerry Davis' first choice for a career. His first love was the theatre, and amateur dramatics held more appeal than schoolwork. Concerned parents dissuaded him (temporarily) from a life spent treading the boards, and he began an apprenticeship in analytical chemistry at ICI, Ardeer, Ayrshire, which he says he hated. The family intervened again, and he went to Glasgow to study pharmacy. His first action at the Royal School of Science and Technology was to join the dramatic society, which proved to be both a good and bad thing. "It distracted me from my studies but it also made me eager to get the course over with as quickly as possible and get into the theatre".

Gerry made one fatal mistake, however. The day after graduation he went to see his apprentice master who, having congratulated him, promptly asked if he would do a locum. "I blame him for the two years it took me to get out of pharmacy," he says.

In 1959 he took a job in Cumbernauld, a fledgling "new town" of about 200 houses, and very little else. One of the vacant houses on the estate became a make-shift pharmacy and Gerry Davis was the pharmacist

Journalist, broadcaster, sports commentator, television presenter, chat-show host, producer, actor . . . and pharmacist, that's Gerry Davis. C&D talks to pharmacy's Renaissance man!



dispensing from the kitchen while the front shop was in the lounge. He admits he was a reluctant pharmacist but says he didn't hate the work: "The actor in me was a good counsellor and I believe I was a good pharmacist".

The theatre still beckoned. Gerry moved to London, determined to get his break. But meanwhile, to keep himself alive, he joined Unichem's staff at Tooting as a membership executive. He also joined the London Unity Theatre which led to his first acting job and the bright lights of Barrow-in-Furness repertory. "I left Unichem, sold my car and took a salary drop of around 300 per cent to £7 10s a week, but I was never happier," he recalls.

A second acting job proved more elusive and he moved back to London and took the all-night pharmacy job as a temporary survival measure. Two jobs then cropped up; a tour of Southern Ireland or a six week season at Her Majesty's Theatre, Aberdeen. He believes fate decreed

Aberdeen because eight weeks after arriving there he was married after a whirlwind romance with the leading lady's best friend. Now most girls like to think if they kiss a frog they'll land a prince — not so for the new Mrs Davis. One week after the wedding her husband was playing King Frog in panto in Glasgow — just around the corner from where he spent four years studying to be a pharmacist!

Early married life was conducted long distance as Gerry's wife worked in Scotland as a television presenter while he was touring down South. They managed to meet one weekend in six but he soon realised a decision on a successful career or successful marriage had to be made.

Gerry became a partner in a pharmacy in Aberdeen, and attempted to enjoy it as best he could. But there was a two year period when he couldn't bring himself to enter a theatre.

It was some five years before he felt he could reassess the situation. His wife's job had been his introduction to the broadcasting media, and during his years in exile he had done some relief continuity work for local television. When a job as continuity announcer at Tyne Tees came up, with the consent of his wife and two children he applied for it, and was successful. Things took off from there.

BBC Scotland were planning an evening news programme and Gerry was asked if he would front it. "I leapt at the chance," he says. Between 1971 and 1975 he presented "Northbeat", broadcast all over Scotland. "This was my introduction to current affairs which has since become my bread and butter," he says. Northbeat led to more television and he presented a book review-cum-chat show for six years — interviewing the likes of Clive James, Manny Shinwell, Jack Higgins, Bernard Levin, Tommy Steel, Lilli Palmer and the pre-Dynasty Joan Collins.

His career is now firmly away from pharmacy but Gerry Davis has not lost touch with the profession and admits to occasionally "skimming" the *Pharmaceutical Journal*. And his pharmaceutical qualifications have proved useful as he is first choice when any medical or scientific subject crops up — he is currently presenting a series on AIDS.

Gerry says pharmacy gave him a lot to be grateful for on his way to a higher profile career. "It has kept me fed and it has given me status. After all, a bank manager was always much more likely to consider a pharmacist for a loan than an aspiring actor!"

Dermacort's a little different

Panpharma are launching Dermacort, a 0.1 per cent OTC hydrocortisone preparation cream in a specially formulated base, which, the company says, accelerates the penetration and advances the bioavailability of the hydrocortisone.

Panpharma say that despite the low concentration of hydrocortisone, the formulation of Dermacort has been shown, using an occluded blending test, to provide at least equivalent therapeutic effects of hydrocortisone creams of 1 per cent including those with urea. And Panpharma say that, unlike preparations containing more potent synthetic steroids, the formulation did not produce a steroid reservoir in the stratum corneum.

Dermacort is licensed for the topical treatment of irritant contact dermatitis, allergic contact dermatitis and insect bite

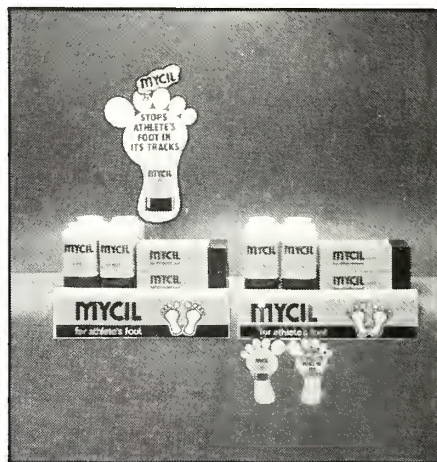


reactions. Like the other topical OTC hydrocortisone preparations available, it is packed in 15g tubes. It retails at £1.85.

The pack, which promotes Dermacort as "fast effective treatment for skin irritations, dermatitis and rashes", carries on a fifth panel illustrations of the type of skin irritations it is indicated for.

Panpharma Ltd, Hayes Gate House, 27 Uxbridge Road, Hayes, Middx UB4 0JN.

Lewis Laboratories have been re-named **Lipomed Ltd** from May 1. Address and telephone number are unchanged. *19 London End, Beaconsfield, Bucks HP9 1HN.*



Feet first

Evans Medical have produced a package of new POS material for Summer. Using the line "Mycil stops athlete's foot in its tracks", the merchandising material features dummy packs, shelf strips, wobblers and foot-shaped window stickers. They are available from representatives together with details of a special bonus offer. *Evans Medical Ltd, 318 High Street North, Dunstable.*

One of the best known names in pharmaceutical contract manufacturing

Regent Laboratories Ltd. at its works in Park Royal, London has extensive contract manufacturing facilities available, covering most non-sterile solid and liquid dosage forms.

Amongst the products regularly manufactured are plain, sugar and film-coated tablets, hard capsules, powders, liquids and suspensions, ointments, creams and toothpastes. Regent have a dedicated unit for beta-lactum antibiotics and has specialised facilities for the manufacture of products containing high potency oestrogens, progestogens and anti-cancer agents. The company can provide a total contract service with all normal packaging services.

For full details contact
Regent Laboratories Ltd.,
Cunard Road, London NW10 6PN.
Telephone: 01-965 3637
Telex: 926077 Reglab G
Fax: 01-965 4453

PRESCRIPTION SPECIALITIES

Femodene tablets

Manufacturer Schering Health Care Ltd, The Brow, Burgess Hill, West Sussex RH15 9NE

Description White sugar coated tablets with a printed red "N" in a red regular hexagon on both sides, each containing ethinyloestradiol 30mcg, gestodene 75mcg

Indications Oral contraception and recognised indications for such oestrogen-progestogen combinations

Dosage First treatment cycle: one tablet daily for 21 days, starting on the first day of the menstrual cycle. Each subsequent course is started when seven tablet free days have elapsed. When changing from another oral contraceptive tablet the first Femodene should be taken on the first day of the withdrawal bleed which follows the previous course. If it is desirable to retain the previous routine Femodene may be started on the same day that the previous oral contraceptive would have been resumed, providing that the patient has had a withdrawal bleed. Additional precautions should be taken for the first 14 days.

If taking the tablet is delayed, it should be taken as soon as possible. If the delay exceeds 12 hours ovulation may occur. That tablet should be omitted and the remaining tablets taken at the usual time, and extra precautions taken. Vomiting or diarrhoea may reduce the effectiveness of the tablets, and some drugs if taken concurrently may reduce efficiency and non-hormonal contraceptive methods are advisable.

Contra-indications, side effects See Data Sheet

Packs Individual packs of 3x21 tablets (basic NHS £5.70)

Supply restrictions Prescription only

PL number 0053/0179

Issued May 1987

Berk ibuprofen tablet packs now bear the brand name **Lidifen**, in line with the company's policy of branding all its generics. *Rorer Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, East Sussex BN21 3YG.*

WE'RE OUT TO IMPRESS YOU

WITH EYE-CATCHING POINT OF SALE

This counter display unit will launch you into the SIRIUS popular camera market. It's a compact, and colourful 'silent salesman' that simply displays, and describes the products.

WITH REALLY IMPRESSIVE PRODUCTS AND PRICES

SIRIUS cameras are aimed at your customers. They are simple to use, manufactured to the highest standards, with prices pitched at impulse purchase levels.

EF-35 COMPACT 35mm CAMERA £29.99

In red or black; with flash, case and strap.

DX-3 35mm CAMERA £24.99

In red or black; with flash, case and strap.

110 TEF POCKET CAMERA £19.99

Built-in telephoto lens and flash; available in a range of colours.

110 EF POCKET CAMERA £14.99

Same specification as the 110 TEF but without telephoto lens.

PUPPY SIMPLE CAMERA £9.99

Ideal for children; available in a range of colours.



WITH POWERFUL ADVERTISING

7.5 million readers of holiday market publications will be exposed to SIRIUS cameras advertising that is directing them into your shop. And there's more to come; all part of our 1987 £500,000 campaign.

And all part of our intention to keep the SIRIUS brand where it belongs — at the top.

WITH EXCELLENT POR

You'll be impressed with the mark-ups on SIRIUS cameras. With SIRIUS, you can buy for less, sell for less, but make more!

WITH SPECIAL DEALS

Special deals are available from your local David Anthony Pharmaceutical agent.

Phone 051-486 7117 today.

A MOST IMPRESSIVE NAME

INSIST ON

SIRIUS

INTERNATIONAL



Back in the picture . . .

The Medicines (Prescription Only) Amendment Order 1987, which heralds the POM to P change for topical 1 per cent hydrocortisone, also includes a number of sustained release ibuprofen products. Ciba Consumer Pharmaceuticals this week launch Proflex sustained relief capsules in the Granada and Yorkshire TV regions.

The company estimates that six million people currently treat backache and muscular pain with general analgesics, and says that the application of modern sustained release technology of ibuprofen results in improved efficacy, with side effects being reduced still further.

Proflex sustained relief capsules are hard gelatin capsules, half pink, half clear containing 300mg ibuprofen BP in retarded release capsule form. They are indicated for symptomatic relief of backache, lumbago, rheumatic pain, fibrositis, and muscular pain including sprains and strains. Dosage for adults and children over 12 is one or two capsules morning and evening, with a drink of water. Product licence 0001/0109.

Two packs sizes are available — eight capsules (£0.79) and 24 capsules (£1.99). An information file is available.

The launch will be supported by television advertising in the Granada and Yorkshire areas, the intention being to roll the product out nationally during the year. *Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB*



Sporting chance

Smith & Nephew are running an extra value promotion on Elastoplast in their Family Healthcare year, offering a free £1 coin towards any sport or health product.

The promotion will run across the fabric, airstrip and clear pre-cut plasters and fabric and washproof dressing strips, offering consumers a £1 "cashback" with two Elastoplast proofs of purchase and till receipt for almost any sports or health product ranging from health foods and vitamin pills through to sports clothing and equipment. The offer closes to consumers at the end of June, and promotional packs are available while stocks last, say *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY*.



THE ASSOCIATION OF PHARMACEUTICAL IMPORTERS APPEAL AGAINST IMPORTS DECISION

The API has this week lodged an appeal against the recent High Court ruling on the supply of imported branded medicines bearing different names from their U.K. equivalent.

The API is hoping that the Court of Appeal will hear this appeal as a matter of urgency. It is hoped and expected that pending the outcome of the appeal, during which period the legal position relating to the measures under challenge will remain unresolved, no enforcement proceedings will be brought against pharmacists who dispense medicines therapeutically identical to, but differing only in name from, those prescribed by doctors. The API has been advised that pending the outcome of the appeal any such proceedings should be stayed, and any pharmacists finding themselves under threat of proceedings in the circumstances described are invited to contact the API for advice and guidance.

In addition, the API has been advised that, notwithstanding the Court's decision, any measure taken by any public body or institution, the effect of which is to reinforce or institutionalize consumer preferences, will continue to be prohibited by EEC law.

See what your Natrena sales do with £2 million support.



This year sees our biggest ever push for Natrena.

We have a new advertising theme: Natrena lightens the calorie load. With £2 million behind it, nationally in the consumer press and on TV, breaking this April.

That's only part of the story. The Natrena range has been re-packaged to look bolder, brighter

and very eye-catching. As a result of trade demand we've added a newcomer to the range, granulated Natrena for sprinkling spoon for spoon like sugar.

Then, as if that wasn't enough, we've invested in an intensive and persuasive consumer promotions programme to encourage trial and repeat purchases.

Build up your Natrena stocks in time for our campaign lift-off. And watch your sales rise and rise.

natrena[®]
lightens the
calorie load.

It's also freezing out the competition.

Every year for the past five years sales have surged ahead. Last year the rate of growth at 30% was higher than ever.

PR Spray is already brand leader. And with over a £1¼ million advertising support in '87 sales will go well beyond £2 million.

We'll be in every major national daily and Sunday paper from now right through to next February – well over 200 ads in all – plus extensive PR coverage.

We may be famous for freezing pain out but when it comes to growth we set a scorching pace.

CROOKES



NO1 AND STILL GROWING

1982

1983

1984

1985

1986



New look Nurser

Robbins Nurser Ltd have re-launched their breast pump, now called simply the Nurser, but still supplied in the distinctive pink box.

Robbins say the Nurser, made in Britain from unbreakable clear polycarbonate, is dishwasher proof and 100 per cent sterilisable. It features a piston-pump action, and its special adaptor to correct nursing mothers' inverted nipples is unique, say Robbins. The kit (£6.95) is supplied complete with bottle brush, adaptor, screw top, teat, spare washer and teat cover.

The Nurser doubles as a feeding bottle, with metric and imperial graduations. *Robbins Nurser Ltd, 17 Oakes Street, Liverpool L3 5PA.*

Reduced Response

Tambrands have reduced the retail price of First Response to £19.90 for the six day kit and £9.95 for the three day refill. The company say existing margins will be maintained.

The cut in price has resulted from the acquisition by Tambrands of Hygeia Sciences, manufacturer of the monoclonal antibody technology on which the kit is based. The recent redesign of the smaller First Response packaging has also helped to reduce costs, say Tambrands. All new stock from May 1 will be at reduced prices. *Tambrands Ltd, Dunsbury Way, Havant, Hants.*

Feeding time

Heinz have published a new booklet, "Guide to feeding... right from the start", for free distribution by Heinz stockists.

With text, illustrations and diagrams, the booklet covers topics such as balanced diet in pregnancy, breast and bottle feeding, hygiene and safety, and

nutritional information, and incorporates an updated version of Heinz's "From milk to mixed diet". *Heinz Baby Food Advisory Service, 121 Gloucester Place, London.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV am	TT Tyne Tees

Amplex:	C,TVS,LWT,C4
Askit powders:	GTV,STV
Bio-tex:	All areas
Bisochol	TTV
Cluster bars:	All areas
Fiesta kitchen towels:	All areas,C4,Bt
Gillette Contour Plus:	All areas, C4
Immac:	All areas
Jaap's health salts:	GTV,STV
Kavli crispbreads:	TT
Lipcote:	TSW,TVS,TTV
Natrena sweeteners:	All areas
Nutrasweet:	All areas
Old Spice Ovals:	All areas & Bt, except U,TSW
Peaudouce Babyslips:	Bt
Pretty Polly stockings:	All areas, C4
Reach toothbrushes:	All areas, C4,Bt
Robinson's babyfoods:	Bt
Signal toothpaste:	Bt
Wilkinson Sword Profile razors:	All areas

Tailor made

International Disposables are offering a "tailor made" own label service on nappy insert pads.

The service offers a supply made to the desired weight and absorbancy level, say *International Disposables Corporation (UK) Ltd, Navigation Road, Diglis, Worcester WR5 3DE.*

Expandover here

The Expandover bandage, manufactured in the US, is now available here for sports, medical and veterinary use.

The bandage, originally designed for American footballers, is made of 97 per cent cotton interwoven with elastic fibres, and is available in one to six inch widths by five yards (£1.50-£9.66) with a stretch of 170 per cent, say UK distributors Vitalink. They claim the product conforms to any shape, allows free flow of air and moisture, has intermittent adhesive which allows easy application and removal, and can be washed and reused, up to four times.

POS material is available. *Vitalink, Health Care Division of Trident Pharmaceuticals Ltd, 137 Mallings Street, Lewes, East Sussex.*

TCP spots

New advertising for TCP breaks this month, beginning with a national Adshel poster campaign on nearly 2,000 sites throughout the country, with particular emphasis on shopping precincts and locations outside retail outlets where the products are stocked.

The poster campaign runs until September, followed by a series of advertisements in 18 weekly and monthly women's magazines, running through June, July and August.

The company is introducing display outers for the 50ml travel size bottle of TCP liquid, and the 30g size of TCP first aid antiseptic cream, and a window or counter display unit featuring TCP "holiday" products. The unit features a beach scene and is designed to hold a 50ml bottle of TCP liquid, a tube of first aid antiseptic cream and a copy of the TCP phrasebook and guide to holiday health.. *Chemist Brokers, Milburn, 3 Copsem Lane, Esher.*

All change for Nutramigen

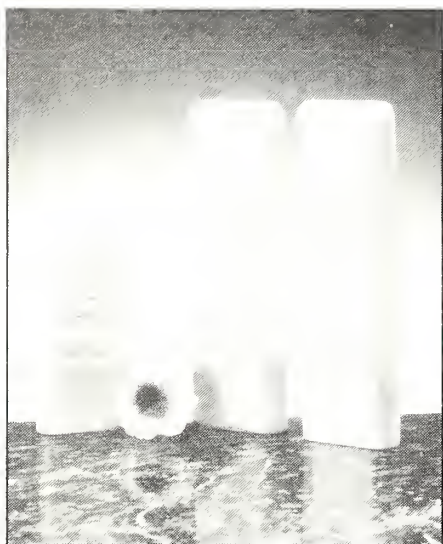
Bristol-Myers' Nutramigen Infant Formula carbohydrate source has changed from sucrose to glucose syrup solids. The new dry powder weight will be 425g, but will reconstitute to 3 litres as before. The scoop size has also been changed and the preparation instructions are now add one level scoop to 30ml of water, say *Bristol-Myers Pharmaceuticals, Swakeleys House, Milton Road, Ickenham, Uxbridge.*

Simcare series

Simcare have just published a new series of booklets on incontinence. The series — "The management of urinary incontinence", "Intermittent self-catheterisation — an alternative continence", and "Patient assessment — urinary incontinence" — covers all aspects of urinary incontinence and is illustrated with explanatory diagrams. Further details and copies from *Simcare, Peter Road, Lancing, West Sussex.*

Brighter look

Multivite pellets have been re-packaged in brightly coloured securitaners and cartons. (56,£1.69). *Duncan Flockhart & Co Ltd, 700 Oldfield Lane North, Greenford, Middx UB6 0HD.*



Face up to the Vichy rinse

Vichy are launching a new range of rinse-off cleansers to complement their traditional cleansing products.

Aqua-tendre rinse-off cleanser (100ml, £4.25) is a cream cleanser, that is massaged into the face and then rinsed off with water. It is available for two skin types — normal/combination and dry — in plastic tubes.

Completing the range is Aqua-Tendre gentle facial scrub (50ml, £4.25), a fine-grained foaming exfoliating gel to be used once or twice a week. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

Flowery sentiments

Taylor of London have introduced soap petals — to give a quick wash for those on the move.

The pack of 12 petals (£0.75) is slim enough to carry in a pocket or handbag; each petal gives a rich and fragrant wash, says the company. They come in five perfumes — lily of the valley, lavender, gardenia, freesia and English rose.

And gardenia fragrance has been added to the range of perfumed and wardrobe sachets, say *Taylor of London, The Dean, Alresford, Hants.*

Dispensed with

Biro Bic have designed a dispenser for Bic razors.

The product is particularly aimed at the gift market, and comes loaded with five Bic razors. The company says it is expected to retail at below £2. *Biro Bic Ltd, Whitby Avenue, Park Royal, London NW10 7SG.*

Double offer from Gillette

Gillette are running a consumer offer and a display competition for pharmacists on their toiletry brands this Summer.

A POS leaflet will offer consumers a free 18 carat gold plated bracelet and chain, in return for two proofs of purchase and a second class stamp from Silkience, Adorn, Casual colorants, Toni perms, Right Guard or ZR.

Pharmacists can enter photographs of their displays of these products for a competition to win a Selfridges Summer food hamper. There are also two runners-up prizes of Papermate lacquered pen and pencil sets. Photographs for the competition will be collected by representatives. *Gillette UK Ltd, Great West Road, Isleworth, Middx.*

Fiesta time

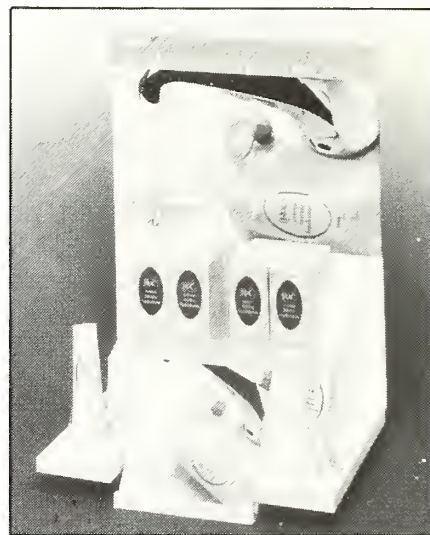
Scott Ltd are relaunching Fiesta kitchen towels with new colours and decorations, backed by television advertising.

The new range comprises six variants including honeycomb, floral and tile designs, and — for the first time — pure white. Packaging also highlights the different uses of the product around the home.

Support includes £3m of national television advertising, with advertisements running from May 25. *Scott Ltd, Scott House, East Grinstead, W. Sussex.*



Smith and Nephew are backing Nivea haircare with a 25p off next purchase offer flashed on-pack. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3OY.*



Roc-ing through the day

Roc are introducing a moisturising tinted day cream designed to combine moisturiser with colour.

Hypo-allergenic and unperfumed, the cream (£6.50) contains a UV filter and is suitable for any skin type, say Roc. It is available in two shades, Clair and Hale.

The launch is supported by a merchandiser holding six of each shade, plus one tester each. POS material also comprises window and counter cards, and consumer leaflets plus trial sizes. *Laboratoires Roc (UK) Ltd, 13 Grosvenor Crescent, London SW1X 7EE.*

Worth having

Worth are running a series of promotions this Spring and Summer, and backing their range of perfumes with a competition and advertising in the women's Press.

Gifts with purchase will be featured, starting with an offer available this week in Boots of two Dans la nuit products with two Worth purchases. The company is also planning special retailer offers.

In July *Options* will feature a full colour competition and other magazines will offer consumer samplings, and in the Autumn the range will be advertised on the back cover of *Vogue*, *Harpers*, *Woman's Journal*, *Options*, *Tatler*, *Cosmopolitan* and *Good Housekeeping*, say *Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG.*

Brut in a boat

Faberge are to sponsor the first ever London to Brighton powerboat race on May 10. They are also entering the Faberge powerboat Brut. *Faberge Inc, Amberley Place, King Edward Court, Windsor SL4 1TN.*

**Celebrating
35 years
of head lice control**



They put their heads together...



... so we did, too.

Modern thinking on family head lice control demands immediate, thorough treatment for all, even if only one head is infested.

It's the only way to be certain that infestation and reinfestation through day-to-day head contact is eliminated from the family group.

To help you bring home the point to your customers we've introduced new PRIODERM and CARYLDERM FAMILY TREATMENT KITS with stylish new pack designs for maximum visibility.

Each contains 110ml of 2-hour kill lotion, a nit comb for effective treatment and diagnosis, plus detailed advice and instructions for use.

Family treatment kits are a brand new approach to the problem of head lice, and an excellent opportunity for you to increase sales in this area.

So contact us now for your FREE merchandising starter pack, including a colourful and informative new educational leaflet for your counter.

PRIODERM®
LOTION, SHAMPOO AND FAMILY
TREATMENT KIT

CARYLDERM®
LOTION, SHAMPOO AND FAMILY
TREATMENT KIT

Further information is available from:



Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of the Napp Pharmaceutical Group

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Prioderm Lotion and Shampoo contain Malathion Carylderm Lotion and Shampoo contain Carbaryl



Wilkinson's handy idea

Wilkinson Sword are launching a range of 25 manicure products supported by consumer advertising and promotions.

The market has a retail value of more than £21m, says the company, which believes the large non-ownership in many sectors shows great growth potential. Their new range comprises: scissors, designed with straight or curved blades and various shaped tips for both nail and cuticle, and

including classic and baby models (£4.95-£5.75); clippers (£1.95 small, £2.50 medium); files (£1.50 medium, £1.95 long) and emery boards (£0.95, six); nail cleaner, cuticle pusher and cuticle blade, all with gold plated ends and tortoiseshell handles (all £2.95); pliers, for cuticle (£6.95), nail (£7.85) and toe nail (£12.95), and tweezers, with straight and slanted ends (£1.95), gold plated (£2.25) and automatic (£3.95).

Manicure sets are also available (£9.45), and come in black leather wallets, while the compact gift set (£10.95) and a classic gift set (£14.95) will be available in the Autumn.

Individual product packaging is cosmetic in style, with instructions, range details and a free manicure booklet offer printed on the reverse side. Wall displays or rotating counter top merchandisers are also available.

A consumer competition will back the products in the latter half of this year, with prizes including a health farm holiday and manicure gift sets. And in November and December the range will be advertised in some fashion magazines and Sunday supplement, say *Wilkinson Sword Ltd, Bassington Industrial Estate, Cranlington, Northumberland.*

Summer specials

This year's summer activity from Almay includes a skincare promotion and an update for eyeliners.

Trial sizes of cleansers, toners and moisturisers in the four skin types — oily, normal/combination, slightly dry and dry — will be available from this month, while stocks last. Packaging matches the standard range but each 55ml bottle or tube (£1.50) is flashed "trial size". The promotional parcel contains six of each product and a counter display stand.

The trial sizes will be made available individually to independent chemists only. They are designed both to encourage new users to the brand and to capture the holiday market.

On the cosmetics counter, Almay are redesigning the Gentle Colour eye pencil range. Three existing shades will remain — black velvet, Irish coffee and blue Hawaiian — augmented by seven new colours: tartan green, aqua, bronze, African violet, pink gin, cascade and evergreen. The new range will have colour matched caps for easy identification. The formulation remains unchanged.

A new counter display unit holds all

ten shades, with a tester bar. New price is £2.45. *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

Parisian prize

Woods of Windsor are giving away a weekend for two in Paris plus £100 spending money in a consumer competition.

The format of the competition is a word square in which the names of Woods of Windsor's six floral fragrances — forget-me-not, honeysuckle, lavender, lily of the valley, wild orchid and wild rose — are hidden.

Entrants have to circle the fragrances, then write in no more than ten words which Woods of Windsor fragrance is their favourite. Entry forms are available to anyone who purchases the Woods of Windsor luxury travel pack.

The competition also offers 100 runners-up prizes of travel companions, containing a 25g soap, a soap traveller, a 30ml bath gel, shampoo, and hand and body lotion, a 30g talc and colour co-ordinating facecloth in a toilet bag (rrp £10.50). *Woods of Windsor, Queen Charlotte Street, Windsor, Berks SL4 1LZ.*



More Tender Touches

Smith & Nephew are adding cotton wool squares to their Tender Touch range and running an extra value promotion for wipes products.

The new Tender Touch squares (£0.75, 50) are large pads with a smooth and embossed surface, says the company. Refreshers and Tender Touch baby wipes (both £0.99) will offer 10 extra free in a pack of 70, an offer flashed on pack and available while stocks last, say *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.*

New look for Sooth Tan

Cupal have relaunched their Sooth Tan range, adding two new products — after sun lotion and after sun extra with calamine.

The previous lotions are now water repellent milks of normal protection (4) or high protection (8). There is a medium protection cream (5) and normal protection oil (4), both with insect repellent. The products are in larger,



redesigned packs (175ml, £2.60) supplied in one dozen display boxes. Showcards are available from Cupal representatives and there is a guide to allow selection of product. Small assorted quantity bonuses are being offered throughout the Summer. *Cupal Ltd, King Street, Blackburn, Lancs.*



People prefer Beatson Glass

The Pharmaceutical Industry calls for containers which give long term protection to contents. In a recent Marplan survey,* 81% of respondents felt that glass protected medicines and tablets more effectively than competitive materials.

Beatson Clark is the pharmaceutical industry's natural choice for glass packaging. Beatson Clark produce over 300 million containers per year in white flint and amber for the industry, with capacities varying from 10 ml. to 2,500 ml. If a product needs glass, you need Beatson Clark.

Contact us now for more information.
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B E A T S O N G L A S S M A K E S B R A N D L E A D E R S



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It's the limit

More and more businesses are now being run as limited companies. These have to have directors, who enjoy the advantage of avoiding personal liability if the company stops trading or goes into liquidation.

But because of a considerable tightening of the law, this exemption can be removed — and at the same time directors of companies can be disqualified from holding a similar position in other companies for up to 15 years.

This is if the Secretary of State for Trade and Industry decides you are unfit to be a director. While only a minority of directors are deliberately dishonest — which is a ground for being disqualified — there are those who are negligent and this too can lead to a disqualification.

Matters are reported by the Secretary of State to a court.

You can be disqualified if:

- (a) the company has failed to supply goods and services which have been paid for;
- (b) a failure to keep proper accounting records and make the annual returns required by the Companies Acts;
- (c) any breach of duty by the director in relation to the company;
- (d) any misapplication or retention of money belonging to the company;
- (e) causing the company to enter into transactions defrauding creditors;
- (f) responsibility for insolvency;
- (g) entering into fraudulent transactions;
- (h) when the company is wound up, a failure to adhere to the rules — including a failure to provide a statement of affairs or a failure to deliver up proper books and records.

You will have an opportunity of opposing an order. In the case of an insolvent company the court can also make a director personally liable to contribute to a company's assets in liquidation, if a director knew before the winding up that there was no reasonable prospect of avoiding insolvency. If you still continue to trade you could be liable for losses as decided by the Court.

Birth right

A woman employee who takes time off to have a baby is entitled to return to her old job — but only if she has had the necessary service (about two years) with her employer and provided she gives the necessary notices. This includes responding to an employer's enquiry about her intentions.

The right means she can return



anytime during the 29 week period starting in the week her baby was born. If the employer dismisses her, she will be able to claim compensation for unfair dismissal. On the other hand, if a woman doesn't come back by the time the 29 weeks are up, she loses her rights — apart from adding four weeks to the period for medical reasons, if a medical certificate is produced. The employer can, however, extend the agreed limit.

If a woman says she will return, complies with all the formalities and then changes her mind, this can mean inconvenience and perhaps costs. Technically the employer could sue for the loss incurred. But the hassle of doing that, for the amounts involved, makes the exercise hardly worthwhile.

Redundancy rules

In these fluctuating economic times, it might be necessary for a business to declare an employee redundant. If that employee has worked for the business for two years continuously, then that person is entitled to a redundancy payment — provided he or she is not disqualified, through age or being a part-timer.

But if an employer doesn't want to face the prospect of a claim for unfair dismissal, he or she should consider whether a suitable alternative job might be given. In a business with one or two employees, this may not be possible. But where there is an opportunity of doing this, the employee should be told the terms of the new job and agree to them. If he or she does, and continues in the new job, then apart from one exception, the right to the original redundancy payment is given up.

The exception applies because the law allows the new employee four weeks to decide whether he or she is happy with the new job. If within the four weeks the employee doesn't want to continue, the right to redundancy payment from the original job is preserved.

Law-re-lease

At the end of a lease of business premises, the tenant has rights guaranteed by law. These include the right to demand that the landlord grants a renewal of the tenancy. The terms are to be agreed; but in the event of a disagreement, the courts can determine what the terms should be.

But there are exceptions to the tenant's rights and one of these means the landlord can refuse a renewal, if the business tenant has broken the terms or conditions of the original lease. For example, the tenant may have failed to pay the rent on time. If this has happened frequently, the landlord can say that a new lease should not be granted. Or the tenant may have changed the use of the premises. For example, they might have been let on the basis that they be used as a retail business. Over a period of time, the tenant might use the original building as a storage depot and gradually stop selling to the public from those premises. The landlord could rightly claim that there has been a substantial breach of the lease and on these grounds refuse a renewal. But if the landlord knew over a long period what was happening, the tenant could claim acquiescence in the change of use and that, in effect, the tenant was not in breach of the lease.

A business tenant should seek advice at a very early stage since the end of a lease can throw up some tricky problems.

Liability

All employers are obliged by law to take out insurance to cover claims by employees for personal injuries or diseases arising out of their employment. The only exceptions are domestic employees and employees not normally resident in this country, who are employed for a period of less than 14 days.

The policies must be taken out with companies who can issue government approved policies and the cover must be £2m for claims arising out of one occurrence.

Once such a policy has been taken out, a certificate must be displayed on the premises so that employees can see it.

Failure to take out such insurance and to display the certificate is an offence.

Only injuries where the employer has been negligent bring in the question of liability. But because the law relating to employers' negligence can be extremely complicated, employers, if an employee is hurt at work — however it happens — should contact the insurance company with the fullest details.

New H^c45 Hydrocortisone Cream. Complementing Cream E45 in the treatment of contact dermatitis.



You know you can trust and recommend Cream E45 to relieve a wide range of dry skin conditions.

And now you have the chance to recommend H^c45 Hydrocortisone Cream (1%) to reduce inflammation, calm irritation and promote healing.

H^c45 is the safe and effective OTC treatment for

contact dermatitis from allergens or irritants.

H^c45 is only to be applied once or twice a day for a maximum of 7 days. Between applications of H^c45, advise using Cream E45 to restore flexibility and softness to the skin.

Trust Cream E45 to relieve. Trust H^c45 to treat.

Effective dermatological products from Crookes.





THE NEW BUZZWORD FOR INSECT BITES

Waspeze Hydrocortisone Cream brings the full power of 1% hydrocortisone to relieve redness, swelling and itching due to bite and sting reactions. So make Waspeze Hydrocortisone Cream your first recommendation – with heavy consumer advertising behind it there's no stronger relief for the bites and stings that summer brings.

FOR THE RELIEF OF INSECT BITE REACTIONS

WASP-EZE
HYDROCORTISONE CREAM



15g

Relieves the redness, swelling and itching of insect bite reactions.



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A NEW MARKET IS BORN AFTER A TWO YEAR WAIT

Since Thursday this week, pharmacists have been able to recommend and sell certain hydrocortisone preparations over the counter. And, out of 28 different formulations licensed, it seems 14 brands and formulations could be on the market come the Summer. C&D takes a look at the market, and the routes taken by different companies in launching their products. We conclude on page 823, with a look at the pharmacology of this latest OTC species.



The quick, the living... and the dead

One feature of the jostling for position in the early stages of the marketing of topical "P" hydrocortisone is that products have been "on the road" for some months now, with companies pre-selling to pharmacists, often at very advantageous terms, with delivery in time for the, as then unspecified, launch date.

Reckitt & Colman appeared to be first off the mark with Timocort, a 1 per cent cream formulation of hydrocortisone acetate (*C&D* January 17, p80). The white tubes, with black writing against blue and green stripes, also features the company's "sword in the circle" device, and a "from the makers of Dettol" endorsement. National advertising in the women's Press is planned for later in the year.

Coombe International's Lanacort and Care Laboratories' Medicort appeared shortly afterwards (*C&D* January 31, p160 and 172). Coombe's brand Lanacort is offered as both 1 per cent hydrocortisone acetate creme (yellow and blue packs) and ointment (yellow and green). Indeed, it could be argued that, for some of the indications, an ointment is a more acceptable formulation, particularly when a greasy base is desirable.

Coombe are launching on the back of their Lanacane heritage, and are promising heavyweight consumer advertising, using both Press and television. As part of an introductory offer, the company is sending an introductory letter, information sheet and free sample of both creme and ointment to all UK chemists. Coombe say Lanacort is one of the leading OTC hydrocortisone products in the USA, where it has been sold since 1980.

Care Laboratories Medicort, in the red packs, carry the ICI logo, like the company's Savlon range. The company has also developed a large range of support

It seems pharmacists will be faced with a bewildering array of up to ten different OTC hydrocortisone products by the Summer. Other companies have yet to decide on launch dates, or even if they are going to launch a product at all.

materials, including a twelve page pharmacist's guide and a 14-minute video "A chance to advise", which is available free on loan. Medicort, too, will be supported by consumer advertising in the women's Press, the company says. The video is accompanied by a package for counter assistants and consumer information leaflets.

Kerfoot Pharmaceuticals can be said to be the only "generic" so far in the market (*C&D* February 14, p244). Their Kerfoot hydrocortisone cream, containing hydrocortisone BP 1 per cent, gives an opportunity to get the Kerfoot name established in the pharmacy, says marketing manager John Carolan. "We are giving the chemist an alternative by marketing a generic brand; the market is going to be fairly crowded and we will be giving most of our support below the line." Mr Carolan says the Kerfoot bonus offer of 36 tubes charged as 24 gives the pharmacist a POR of 63 per cent, and the company has also produced a range of promotional material including leaflets, shelf-talkers, and counter-top dispenser.

Evans launched Evacort on March 9. (*C&D* March 7, p392). A 1 per cent hydrocortisone BP cream, Evacort is packaged in a retail display outer as the "New remedy for irritated skin".

Introductory offers are available.

One thing the companies above are agreed on is the price. Except for Coombe, whose Lanacort seems at something of a premium at £1.99 for both creme and ointment, the brands mentioned above are priced within a penny of one another at £1.45-£1.46 at rsp.

Unlike the companies above, who have been pre-selling, Crookes are launching Hc45 (15g £1.49) on April 30. The product (*C&D* April 25, p753) is a non-greasy cream, free from lanolin and packed in tubes echoing the company's successful E45 brand. Indeed, Crookes say they will be promoting the regular use of E45 between more sparing applications of Hc45.

The company has produced a full line of POS material, including information packs for pharmacists and counter assistants. Crookes are also organising regional seminars on OTC hydrocortisone use.

Cox's Anaflam cream is to be available early this month with a retail price just below those above — £1.43 for 15g (£9.90 trade for 12 tubes).

There are to be trade deals on the brand particularly for the first three months, company sales and marketing manager Mr Beasley told *C&D* recently. An initial bonus offer will give 62 per cent POR, says the company. Point of sale material for the product is to include a showcard, shelf and window stickers, says the company.

An odd one out?

One product which is slightly unusual is Panpharma's Dermacort hydrocortisone cream (see *Counterpoints* this week). Dermacort is a 0.1 per cent hydrocortisone cream in a special base, which is claimed to produce the efficacy of a 1 per cent in an

continued on p823

Indications in brief

- OTC products must be cream or ointment formulations of hydrocortisone or hydrocortisone acetate, at a maximum concentration of 1 per cent
- Maximum pack size 15g
- Indicated for irritant dermatitis, contact allergic dermatitis and insect bites and stings only
- Contraindicated for use around the eyes or on the face, on the ano-genital region, on broken or infected skin including cold

sores, acne and athlete's foot

- Not for use in pregnancy or on children under ten years without medical supervision
- Dosage instructions on labels should be: "Use sparingly over a small area once or twice a day for a maximum period of one week. If the condition is not improved, consult your doctor"
- Labelling must show clearly "contains hydrocortisone"



First on the scene back in January...

New for the relief of irritant and allergic contact dermatitis.



Timocort Hydrocortisone Cream

A counter prescription treatment from the makers of Dettol

For years doctors and dermatologists alike have prescribed hydrocortisone for the effective relief of irritant and allergic contact dermatitis.

Now 1% hydrocortisone cream is available for counter prescription.

Research amongst pharmacists and consumers has already confirmed a need exists; Reckitt & Colman have responded with Timocort.

New Timocort Hydrocortisone Cream means sufferers from minor skin allergies can benefit from the availability of a counter-prescribable treatment.

Timocort is endorsed from the "makers of Dettol" and carries the sword and circle symbol. Research has shown these elements to be important

in gaining rapid consumer acceptance of an unfamiliar medicine. Recommended, with your advice and guidance on its applications, Timocort represents a significant opportunity in pharmaceutical sales.

Timocort Hydrocortisone Cream will be supported by an advertising campaign in women's magazines; a campaign created to direct customers to your pharmacy.

Timocort Hydrocortisone Cream.
A new health care product from the makers of Dettol.



Reckitt & Colman Pharmaceutical Division, Hull HU8 7DS.
A Reckitt & Colman pharmacy product.

A Chance to Advise

Since the announcement of the forthcoming deregulation of 1% topical hydrocortisone, it is widely accepted that this will create

Better Opportunities ...but for who?

For the consumer, it will naturally ease the process of obtaining an effective treatment for a wide variety of skin irritations.

Additionally, your role will be further expanded as the public will more frequently seek your assistance and advice. All this adds up to . .

Increased responsibilities ...but whose?

yours of course, but at Care Laboratories we feel that the responsibility of informing you, helping you train your staff, and helping to advise the public falls heavily on our shoulders too.

So Care Laboratories have produced a comprehensive information pack about Medicort and its uses – 'A Chance to Advise' – for you, your staff and your customers.

**FREE
Information
Package**

NEW

from the makers of Savlon

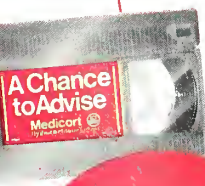
Medicort TRADE MARK 
Hydrocortisone Cream

Care Laboratories Limited, Wilmslow, Cheshire.
Tel: 0625 535577
A subsidiary of Imperial Chemical Industries PLC.

Pharmacists Guide

Counter Assistants
Guide

Medicort



Please send me the following:
Free loan video 'A Chance to Advise'

Name _____
Details of how to order Medicort

Pharmacist Address _____

VHS

Free information package
Beta



continued from p820

ordinary base. Dermacort, which was originally licensed by Richardson-Vicks, is packaged in a 15g tube and will have a selling price of £1.85.

CP Pharmaceuticals are going down the route of launching a "generic" product for pharmacist recommendation. CP hydrocortisone cream containing 1 per cent hydrocortisone will be available from the middle of this month, says the company. There is to be no consumer advertising of the product but trade deals are planned.

In contrast International Laboratories are launching Wasp-eze hydrocortisone cream on June 1 and positioning it as a product for relief from insect bite reactions (*C&D* April 25, p753). The product is thus unique in its positioning for "bites and stings and horrid things". It will sell for £1.49 per 15g tube, say International Laboratories.

The product is to be promoted alongside the established Wasp-eze aerosol spray. The company plans to spend £150,000 on the brand over the Summer with advertisements in the national Press as well as in holiday guides and travel ticket wallets. A "generous" trade deal completes the launch package.

Biorex are distributing Zenoxone through Unichem, APS, Norton and a number of other wholesalers, at a trade price of £7.80 for 12 x 15g tubes (*C&D* March 28, p550). An introductory bonus of £6 per dozen tubes offers a POR of 59 per cent, says the company. For the consumer the brand will slightly undercut the competitors at £1.39 per 15g tube.

Zenoxone will not be advertised to the public; company director, Neville Reuben recently commented to *C&D* that "We see OTC hydrocortisone as an excellent opportunity for the pharmacist to enhance his advisory role. It shouldn't be advertised".

Glaxo say they have yet to decide on a launch date and price for Efcortelan P.

Missing . . .

Among the euphoria of the POM to P move for hydrocortisone there is an air of doubt: more than a third (seven out of 18) of the products listed as being eligible for OTC sale are not being launched immediately. The feeling of some companies adopting a "wait and see" attitude is that the rewards may not be all they seem.

Beecham are holding fire with Beechams hydrocortisone cream as are Chefaro Proprietarys with Cortiderm, Wyeth with Pharmacort cream and Upjohn with Cortaid cream.

Ciba Consumer Pharmaceuticals have also decided not to launch Corteze cream. The company's marketing manager Roy Simpson explained to *C&D* that licence applications for OTC hydrocortisone had to be in even before the marketing opportunities had been fully examined:

"Our feeling is that there are going to be so many people in the market that it did not look a particularly interesting opportunity." And the company already has Eurax on the market which Mr Simpson sees as a more

versatile product offering better marketing opportunities than OTC hydrocortisone.

And as far as *C&D* could ascertain Pfizer's Cortril topical ointment is being left on the drawing board.

Hydrocortisone, the molecule at the heart

Hydrocortisone (fig 1) is a naturally-occurring corticosteroid and in the topical field it is still the most widely used anti-inflammatory steroid and probably also the safest.

Physiology

The adrenal glands secrete two series of hormones, (i) the sympathomimetic amines, adrenaline and noradrenaline, from the medulla, and (ii) the corticosteroids from the cortex. The corticosteroids can be further subdivided into the mineralocorticosteroids, notably aldosterone, which exerts powerful effects on extracellular fluid and electrolyte balance, and the glucocorticosteroids, of which hydrocortisone is by far the predominant one. Its secretion is under hypothalamic control with a direct feedback to the hypothalamus and the anterior pituitary gland. With this in mind, it is easy to rationalise the effect of stress on hydrocortisone secretion.

Hydrocortisone exerts a number of

important and essential systemic effects. Only its anti-inflammatory effects will be considered in the context of the OTC product.

Inflammation

Cellular damage is accompanied by release of vasoactive and inflammatory substances — histamine, bradykinin and 5-hydroxytryptamine — which ensure that the defence cells of the body can neutralise and limit the damage with what is seemingly a short-term worsening of the condition.

Cell membrane disruption leads to the activation of the enzyme phospholipase A₂, which leads on to the release of arachidonic acid from membrane phospholipids. The arachidonic acid is then rapidly metabolised by two distinct oxidative enzyme systems, lipo-oxygenase and cyclo-oxygenase.

Essentially, ibuprofen-like substances inhibit the enzyme cyclo-oxygenase, the first enzyme in the arachidonic acid to prostaglandin pathway. The result is, peripherally, an inhibition of inflammation and pain relief.

The role of the lipo-oxygenase pathway in inflammation is less clear. Arachidonic acid is known to be converted to the leucotrienes through this route. The discovery of slow reacting substance of anaphylaxis, a mixture of the leucotrienes, has thrown some light on the pathophysiology of conditions such as asthma and arthritis but much remains to be elucidated.

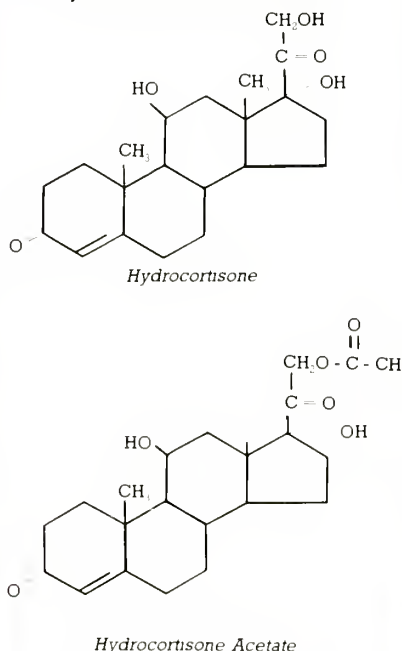
Mode of action

The mode of action of hydrocortisone in inflammation is still unclear. Experimental evidence suggests that the steroid stabilises lysosomal membranes so inflammatory substances are less readily released. The immune system is suppressed so that antibodies and defence cells reach the inflamed area in smaller numbers. Hydrocortisone also reduces the ability of the white blood cells to digest entrapped substances and capillary permeability is reduced.

Biochemically, the evidence points to at

continued on p824

Fig 1 Structures of hydrocortisone and its acetate



continued from p823

least some of the steroid's activity being due to inhibition of prostaglandin synthesis via suppression of phospholipase A₂.

Indications for treatment

OTC hydrocortisone has only three indications — irritant dermatitis, allergic contact dermatitis and insect bites and stings. While insect bites and stings are generally self-evident, the differential diagnosis of contact or allergic dermatitis will require the answer to a number of questions.

Dermatitis is generally a skin reaction to some external stimulus. Eczema may have a similar appearance, but is more "intrinsic" in nature. Clinical features include the typical reddening of the inflammatory process, together with scaling and weeping of the skin.

Irritant dermatitis is generally a reaction to what are known as primary irritants — oil, detergents, caustic acids and alkalis — so may be work-based in origin. The affected area corresponds to the area of contact with the irritant. Barrier creams and emollients may be helpful.

Allergic contact dermatitis involves

sensitisation of the skin. Allergies involved include dyes, metals, ingredients of ointments and creams (eg antihistamines), and pharmacists are most likely to see reactions to jewellery, especially nickel, cosmetics, deodorants and some plants. Again, the affected area will usually be restricted to the site of contact. Appearance of the rash may take months or even years after original sensitisation.

Other skin conditions, which are not indicated for OTC hydrocortisone usage, and some are contraindications, should be excluded before packs are sold. Eczema, which may present with similar symptoms to dermatitis, is not indicated for OTC hydrocortisone and can be ruled out by establishing a positive contact with an allergen or sensitizer.

Infections should also be excluded. Site, appearance (pus) and history should all give clues.

Biopharmaceutics

Only drug which is in solution in a topical formulation contributes to the driving force responsible for transdermal transport. For any given formulation therefore, optimal

delivery is ensured by a drug-saturated system. Although one would have expected different clinical performances by hydrocortisone and hydrocortisone acetate, this seemingly is not borne out by clinical observations, probably because the physico-chemical and therefore transport properties of the parent steroid alcohol and its acetate ester are not very different. Their biotransformation profiles are probably also very similar although clearly hydrolysis of the ester function in hydrocortisone acetate either precedes or accompanies further metabolic breakdown. The presumed similar metabolic biotransformation contrasts sharply with what is known about the metabolism of compounds such as hydrocortisone-17-butyrate (Locoid) which is highly resistant to cutaneous esterases. Unlike hydrocortisone-21-acetate, hydrocortisone-17-butyrate is much more active than hydrocortisone.

Adverse reactions

The low amounts of hydrocortisone absorbed into the systemic circulation following topical application means that adrenal suppression is unlikely. However, prolonged applications to large surfaces, particularly where the barrier function is impaired such as by fissuring, should be avoided.

Absorption of steroids from the skin of infants is likely to be much higher than in adults and use of steroids in infants should therefore be closely monitored. OTC use is inappropriate. Pharmacist intervention will, however, be required as a safeguard.

The most widely publicised local side effect of steroids is skin atrophy which leads to scar formation and telangiectasia (blood vessels become visible and dilated because of weakening of supportive connective tissues). The capillaries may rupture and merge to form an unsightly spot (ecchymosis). These effects associated with skin atrophy have mainly been associated with the use of the more potent topical steroids. Hydrocortisone appears to be a threat in this respect only when applied to areas such as the eyelids where the skin is thin already.

Suppression of the local immune response may theoretically mean that infection of lesions may be more likely following treatment with hydrocortisone. This may also lead to spread of existing infections. Generally however, compound antimicrobial-steroid preparations are not recommended and, in any case, such preparations are not available without a prescription.

This article is adapted from an "OTC Update" by Professor Alain Li Wan Po, professor of pharmaceutics at The Queen's University of Belfast, first published in *C&D* on July 6, 1985.

The long and winding road

The POM to P move of hydrocortisone has been a long time in coming. Pharmacists have long been asking for over-the-counter hydrocortisone for minor ailments as a useful addition to their armamentarium. And the Proprietary Association of Great Britain used the OTC hydrocortisone experience in the United States and Sweden as its example in 1981 when it first pointed out to the Government the advantages of removing certain medicines from prescription control.

The Department of Health first proposed to make topical hydrocortisone preparations available OTC from pharmacies in a consultation document issued on January 4, 1985. The final form of the Medicines (Prescription Only Medicines) Amendment Order specifies restrictions little changed from the preliminary proposals 28 months ago. While insect bites and stings have been added to the indications for OTC hydrocortisone, the maximum pack size allowed has been increased from 5g to 15g.

The legal mechanism chosen for implementation is somewhat unusual, in that the Amendment Order lists products by name and licence number, so exclusion from the listing prohibits the marketing of a product, even if a valid product licence has been issued. Companies "missing the boat" will have to wait for further amendments to the POM Order, which occur periodically, but not regularly. The difficulty of enshrining the limited indications for the

product has been cited as the reason for such a procedure.

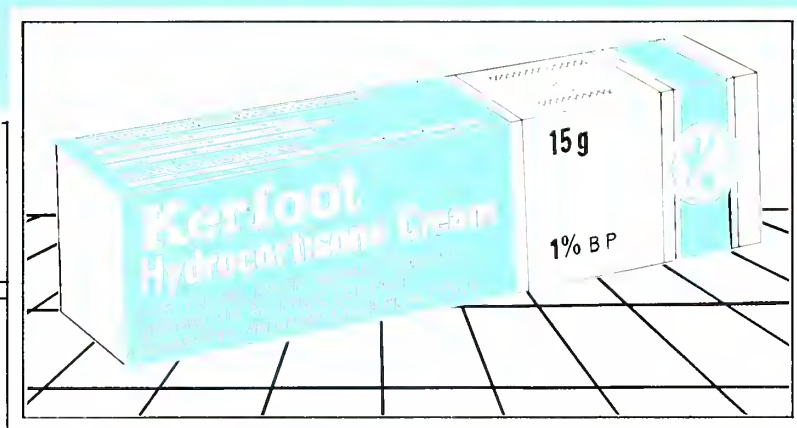
The first consultation period ended on April 30, 1985. In February 1986, *C&D* carried the news that the Department was finalising the terms for licences under the headline "Green light for Autumn launch". But in October last year, it appeared that the Department was embarking on a second period of consultation, and the prospective launch was delayed by another five months. Now, nearly two and a half years after the original proposals, the amending Order has finally been laid, and pharmacists are able to sell OTC hydrocortisone.

OTC hydrocortisone worldwide experience

Country	Strength	Date of availability
Finland		1950s
USA	0.5%	1979
New Zealand	0.5%	1982
NSW, Australia	0.5%	1983
Sweden	1%	1983
Denmark	1%	1984
USA	1%	1984
Tasmania, Australia	0.5%	1985
Italy	1%	1986
Canada	0.5%	1987

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O.T.C.**

KERFOOT HYDROCORTISONE CREAM



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ORDER 2 OUTERS NOW!

You receive 36 tubes charged as 24 and a free Kerfoot counter dispenser, shelf-talker, and indications guide.

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RETAIL TURNOVER
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Which business publication should you take notice of?



Vestric's national promotional magazine speaks volumes to the business-minded pharmacist. After six years of publication it's far and away the most successful of its kind with every issue offering substantial savings and highly competitive prices on a wide range of top name products.

Which makes Vestric's national promotional magazine a very profitable read all round. Just one of the many services that make up Vestric's total package for the independent pharmacist.



· WE'RE ALWAYS THERE · WE ALWAYS CARE ·

Who's heading the list in the cosmetic and toiletry world?

Where do your best sellers stand in the lists of overall sales? With the help of market research company Syndicated Data Consultants, C&D presents the top ten companies in the big cosmetic and toiletry markets, together with market sizes and year on year growth. All figures are based on December 1986 year end. The lists are completed on pages 831 and 832 with a look at the top 20 female and top 10 male fragrances by brand.



Male Fragrance: Top 10 Companies

Market Size: £139m + 17 per cent

- | | |
|------------------------|------------------|
| 1. Shulton | 6. Avon |
| 2. Aramis | 7. Beecham Group |
| 3. Faberge | 8. Chanel |
| 4. Creative Fragrances | 9. Elida Gibbs |
| 5. Yves St Laurent | 10. Givenchy |

Skin Care: Top 10 Companies

Market Size: £268m + 17 per cent

- | | |
|-----------------------|-----------------------|
| 1. Boots | 6. Clinique |
| 2. Richardson Vicks | 7. Oriflame |
| 3. Avon | 8. Mark's & Spencer's |
| 4. Chesebrough Pond's | 9. Elizabeth Arden |
| 5. Smith & Nephew | 10. Lancome |

Deodorants: Top 10 Companies

Market Size: £95.7m + 12 per cent

- | | |
|------------------|-------------------|
| 1. Elida Gibbs | 6. Bristol Myers |
| 2. Gillette | 7. Faberge |
| 3. Beecham Group | 8. Carter Wallace |
| 4. Colgate | 9. Boots Own |
| 5. Shulton | 10. Cussons |

Shampoos: Top 10 Companies

Market Size: £148.6m + 6 per cent

- | | |
|----------------------|----------------------|
| 1. Beecham Group | 6. Boots Own |
| 2. Elida Gibbs | 7. Revlon |
| 3. Proctor & Gamble | 8. Gillette |
| 4. Alberto Culver | 9. Colgate-Palmolive |
| 5. Johnson & Johnson | 10. Sainsbury's Own |

ALL YOU NEED TO KNOW ABOUT CALCIUM

By now you will no doubt be aware of the growing interest in Calcium.

Recent television and newspaper articles have highlighted the importance of this essential mineral and the role that it plays in controlling many of the body's functions.

It may be that all this activity has left you, like your customers, with a desire to know a little more about it.

If so then, please, read on.

Calcium. What it does and how we get it

Calcium is one of the most abundant minerals in the human body.

It is essential for strong bones, good teeth, and normal healthy growth. Unfortunately, like all other minerals, Calcium cannot be made and stored by the body itself. We take it in through the food we eat or via a mineral supplement.

Milk and dairy foods are the best natural source of Calcium.

However, unless Vitamin D is also taken alongside the Calcium (a vitamin that is difficult to get from a daily diet without eating lots of oily fish) much of it will simply pass straight through the body.

The effects of today's lifestyles

It is somewhat ironic that current healthy eating habits have a direct adverse effect on our intake of Calcium.

High-fat food such as milk, cheese and sardines are no longer eaten in sufficient quantities (particularly by women) to provide us with the Calcium we need.

Also, the presence of fibre in our diet such as bran, raw vegetables,

and fruit, causes minerals to pass straight through the digestive tract without being absorbed.

The people most at risk

Women are ten times more at risk than men.

A recent survey revealed that as many as 70% of all women in this country are Calcium deficient.

When your Calcium level drops, the body compensates by taking Calcium from the bones.

In women this can lead to osteoporosis, the brittle-bone disease that affects one in four women by the age of sixty.

This is because the levels of oestrogen, one of the hormones that helps bones retain their Calcium, fall markedly at the menopause and the rate of Calcium loss increases.

Unfortunately, once bone mass is lost there is little that can be done to replace it.

So, naturally, prevention is better than cure.

How we can combat Calcium deficiency

Doctors are now stressing to women the importance of building up Calcium stores in the bones to avoid problems after the menopause.

It is recommended that this begins from about the mid 30's.

Eating a regular balanced diet that is high in fats and low in fibre will help – but is unlikely to be adopted by most women.

Therefore the only sensible way to ensure the correct amount of Calcium each day is to take a Calcium supplement.

The recommended daily intake of Calcium is 500 milligrams.

The pleasant way to take a supplement

In the past, mineral supplements have been unpleasant to taste and a little hard to stomach. Which is why we at Seven Seas have developed new 'mineral berries'.

A range of chewable, soft centre supplements that are as enjoyable to take as they are good for you.

Strawberry flavour Calcium is one such berry.

It contains exactly the recommended daily dose of 500 mg of Calcium plus the right amount of Vitamin D to aid absorption. And, naturally, it's patient compliant.

We think it's the ideal formula for encouraging those most at risk to take a regular daily intake of this essential mineral.

Pleasantly, safely, and with the confidence of knowing that it's from a health care company you and your customers can trust.





Shampoos (Beauty): Top 10 Companies

Market Size: £102.6m + 5 per cent

- | | |
|----------------------|----------------------|
| 1. Elida Gibbs | 6. Reckitt & Colman |
| 2. Alberto Culver | 7. Revlon |
| 3. Beecham Group | 8. Gillette |
| 4. Johnson & Johnson | 9. Henna Hair Health |
| 5. Boots Own | 10. Colgate |

Conditioners: Top 10 Companies

Market Size: £55.9m + 13 per cent

- | | |
|-------------------|----------------------|
| 1. Elida Gibbs | 6. Henna Hair Health |
| 2. Alberto Culver | 7. Avon |
| 3. Revlon | 8. Boots Own |
| 4. Gillette | 9. Wella |
| 5. Vidal Sassoon | 10. Beecham Group |

Hairsprays: Top 10 Companies

Market Size: 94.1m + 17 per cent

- | | |
|---------------------|-------------------|
| 1. Elida Gibbs | 6. Gillette |
| 2. Beecham Group | 7. Wella |
| 3. L'Oreal | 8. Alberto Culver |
| 4. Boots Own | 9. Vidal Sassoon |
| 5. Reckitt & Colman | 10. Schwarzkopf |

Female Fragrance: Top 10 Companies

Market Size: £305m + 12 per cent

- | | |
|--------------------|---------------------|
| 1. Estee Lauder | 6. Chanel |
| 2. Yves St Laurent | 7. Christian Dior |
| 3. Lenthéric Morny | 8. Coty |
| 4. Avon | 9. Max Factor |
| 5. Yardley | 10. Arden/Lagerfeld |

Styling Products: Top 10 Companies

Market Size: £76m + 31 per cent

- | | |
|-------------------|-----------------------|
| 1. L'Oreal | 6. Vidal Sassoon |
| 2. Wella | 7. Schwarzkopf |
| 3. Alberto Culver | 8. Beecham Group |
| 4. Boots Own | 9. Marks & Spencers |
| 5. Elida Gibbs | 10. Ashe Laboratories |

Hair Colorants: Top 10 Companies

Market Size: £79.3m + 8 per cent

- | | |
|-------------------|-------------------|
| 1. Bristol Myers | 6. Alberto Culver |
| 2. L'Oreal | 7. Boots Own |
| 3. Wella | 8. Beecham Group |
| 4. Warner Lambert | 9. Chattem |
| 5. Elida Gibbs | 10. Gillette |

A new Aludrox display is now available for the summer season, with an attractive deal for you and a great competition.

Aludrox^{*}

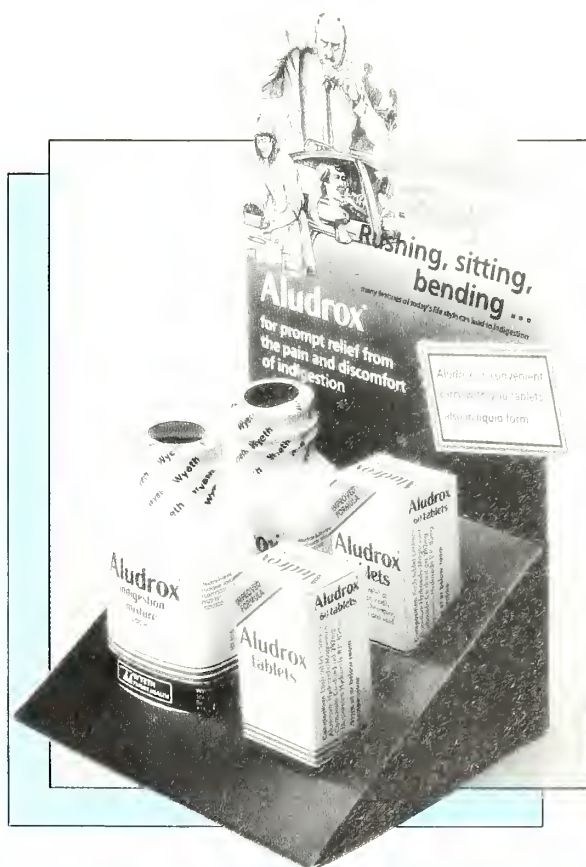
SUMMER EVENT

Competition!

See your Wyeth representative for full details of the competition and deal.

RECOMMEND Aludrox^{*}
mixture and tablets

for prompt relief from the pain and discomfort of indigestion



Wyeth Laboratories, Taplow, Maidenhead, Berks.

*trade marks



Bath & Shower: Top 10 Companies

Market Size: £74.2m + 13 per cent

- | | |
|--------------------------|----------------------|
| 1. Nicholas Laboratories | 6. Johnson & Johnson |
| 2. Avon | 7. Richardson Vicks |
| 3. Boots Own | 8. Cussons |
| 4. Beecham Group | 9. Galenco |
| 5. Reckitt & Colman | 10. Smith & Nephew |

All Make Up: Top 10 Companies

Market Size: £360m + 14 per cent

- | | |
|-----------------|---------------------|
| 1. Boots | 6. Yardley |
| 2. Max Factor | 7. Marks & Spencers |
| 3. Avon | 8. Revlon |
| 4. Rimmel | 9. Elizabeth Arden |
| 5. Estee Lauder | 10. Lancome |

Talc & Dusting Powder: Top 10 Companies

Market Size: £52.1m + 9 per cent

- | | |
|----------------------|-----------------|
| 1. Johnson & Johnson | 6. Cussons |
| 2. Avon | 7. Shulton |
| 3. Marks & Spencers | 8. Faberge |
| 4. Boots Own | 9. Coty Rigease |
| 5. Beecham Group | 10. Ross |

Home Perms: Top 5 Companies

Market Size: £25.3m + 18 per cent

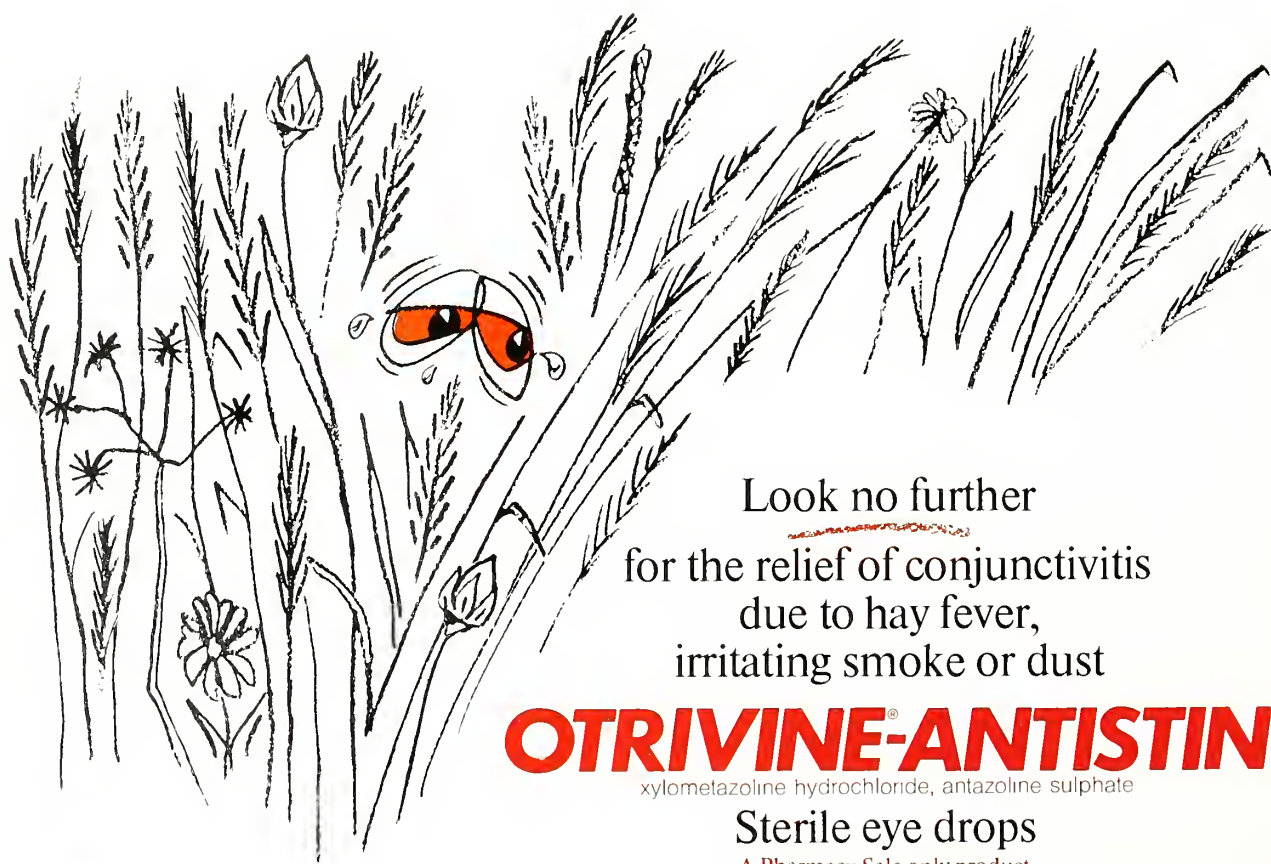
1. Warner Lambert
2. Gillette
3. L'Oreal
4. Elida Gibbs
5. Chesebrough Pond's

Female Fragrance: Top 20 Brands

- | | |
|-------------------------|--------------------|
| 1. Youth Dew | 11. Charlie |
| 2. White Linen | 12. Panache |
| 3. Opium | 13. Cinnabar |
| 4. Cacharel/Anais Anais | 14. Cachet |
| 5. Chanel No 5 | 15. Chloe |
| 6. Poison | 16. Miss D. |
| 7. Rive Gauche | 17. Lace |
| 8. L'Aimant | 18. White Satin |
| 9. Le Jardin | 19. Vanderbilt |
| 10. Tweed | 20. Rochas Lumiere |

Male Fragrance: Top 10 Brands

- | | |
|-----------------|------------------|
| 1. Aramis | 6. Paco Rabanne |
| 2. Brut for Men | 7. Mandate |
| 3. Old Spice | 8. Denim |
| 4. Insignia | 9. Givenchy |
| 5. Kouros | 10. Blue Stratos |



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due to hay fever,
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Rules and Conditions are available upon request from either Smith and Nephew or one of their representatives.



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SPRING IS IN THE HAIR

The haircare market has come through another year in good shape, but, as always, it's not all good news for the chemist. Shampoos and conditioners have been dropping into supermarket trolleys as fast as ever, and now they're being followed by styling products. But take heart — those who want to curl up and dye still prefer to ask their pharmacist. This year's *C&D* haircare feature offers advice on what to do when customers put their hair in your hands.

SHAMPOO AND CONDITIONERS

Shampoo still set for success

This year's activity on the shampoo and conditioner markets has made the Stock Market look positively stagnant — new products appear every time you blink, jostling for space with relaunched ranges and a plethora of promotions. It's enough to make your hair stand on end!

Britain is in a lather — and so are the shampoo manufacturers. While consumers are washing their hair more and more often, companies are tearing their hair out to find different ways of making sure it's their suds that go to the nation's heads.

Some 9 per cent of women and 11 per cent of men wash their hair every day, and the majority of people now shampoo two or three times a week. It's not surprising then that the £132m market is growing fast, and the same trend is giving a helping hand to the £55m conditioner market, which has doubled its sales in the last ten years.

With prizes like this on offer, competition is fierce. The last year has seen several major launches and relaunched, countless promotions and millions of pounds spent on advertising, and plans for this year show no sign of a slower pace.

Beecham Toiletries are fairly unusual in the market, in that they are represented in both the medicated and the cosmetic sectors. This year they're planning their "greatest ever bid for growth in UK hair care".

In the medicated sector they relaunched Vosene last year, and scored a first in this



Picture courtesy of Smith & Nephew Consumer Products

sector with a frequent wash variant. Most activity however has been on the fast growing cosmetic sector. Silvikrin has been relaunched as the Silvikrin Collection, with styling aids added to the range, and a £2.25m promotional spend. In support of the Silvikrin Collection, a new range was launched in January, designed to deal with dry damaged hair, which Beecham say affects one woman in every five. The Silvikrin Remoisturising range has been backed by a £500,000 Press campaign, which is still running.

In parallel to Silvikrin, Beecham also relaunched their other cosmetic shampoo brand, Bristows, with a frequent wash formula.

Summing up the activity, marketing director Ian McPherson says: "As yet it is too early to measure the full effect of our growth-boosting programme from the independent sales audit data. However, our ex-factory sales figures show that Beecham Toiletries have just completed the best year in their history, with the whole Beecham haircare group moving at twice the rate of the UK haircare market."

Also represented in both sectors of the market are Elida Gibbs, with All Clear anti-dandruff shampoo, and Timotei, Dimension, Sunsilk, Pears and Cream Silk in the beauty sector. Last year, they say, they spent four times as much as their closest competitor on advertising, with £1m on market leader Timotei, and £4m on new Dimension, launched in the Autumn, and now claiming a market share of 3.3 per cent, according to Elida. This year over £8m has been earmarked for haircare advertising.

Timotei will be backed by £5m of television advertising support, plus promotional activity including a free 30ml



Picture courtesy of Johnson & Johnson baby shampoo



conditioner banded onto the 400ml shampoo. Elida say users of Timotei shampoo are four times more likely to use the Timotei conditioner than any other, and they hope to increase this with cross promotion.

Sunsilk shampoo will receive £1m of advertising support this year, backed by below the line activity including a free comb banded on-pack. A free Denman brush will be on offer with Cream Silk, which will be supported by £2.2m in advertising.

All Clear will be joined by a new frequent wash variant, and Elida promise a heavy advertising spend and promotions including a Shield soap banded to the 250ml size.

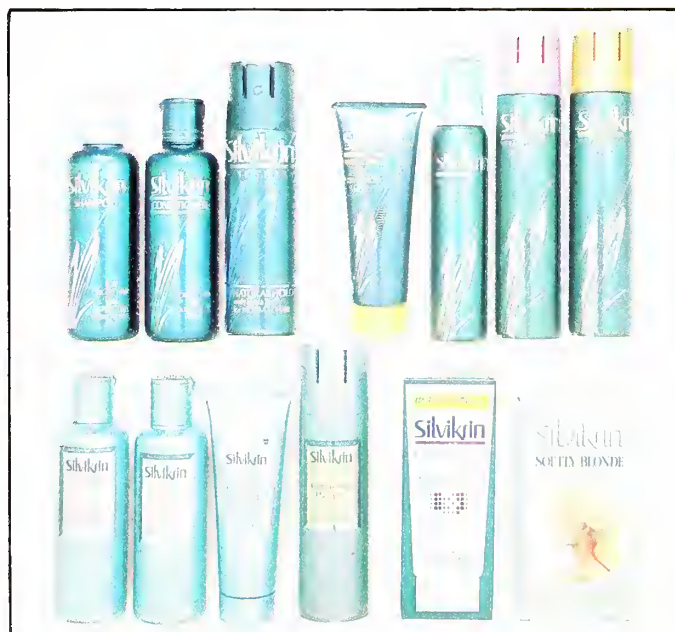
Elida hope to help independent chemists pull back some of the share that has slipped away into the drugstore and grocery outlets, says marketing manager Roger Wisdom: "With overall sales of our haircare products booming, it is sad to find that haircare sales to the independent chemist are slowly being eroded." Chemist shares in the shampoo and conditioner markets have fallen from 7.8 and 10.6 per cent respectively, to 6.5 and 8.3, in the last two years (AGB). Among their brands, Elida say that, with the exception of Timotei conditioner, market shares in chemists are well below average.

They suggest that chemists should concentrate more on big brands with high advertising spends, and in particular on on-pack promotions which attract impulse purchase. "The independent sector's success with hairspray last year underlines the fact that there's money to be made in haircare," says Roger Wisdom. "This year we've put together our biggest and most exciting promotional package ever across all our haircare brands. If the independent chemist takes advantage of this package and of the support and guidance we can offer, similar increases should be possible right across the board."

Two of the major launches in the past year have come as extensions to brands outside the haircare market: Cussons' Imperial Leather Gold is designed to offer "affordable luxury", as promoted by the famous soap, while Nivea haircare has been launched on the back of the skincare range's reputation for cleansing and moisturising. It's a logical extension, and with Alberto's Natural Silk haircare range now extended to include moisturising bath foams, it seems likely that we'll see a lot more interaction between the hair and bath/skincare markets.

A particular bonus for the companies concerned is the opportunity for cross-promotion — Cussons will be backing Gold with coupons on Imperial Leather soap, talc, foam bath and shower gel from now until June, combined with sampling and coupons in the Press.

Nivea shampoo and conditioner is being
continued on p838



"Affordable luxury" from Cussons

The revitalised Beecham's range

Feel Bright With High Light

The easy approach
to Highlighting and
Bleaching hair in the
comfort of your own home.

Available from
most leading
chemists and stores



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continued from p836

backed by a £1.5m national television campaign this year. Heavyweight PR activity and sampling are promised throughout 1987, along with cross promotion on Nivea skincare and other Smith & Nephew products — a promotion on Lil-lets tampons is currently running.

New to the conditioner market this year is Wella's Tonique range, unusual in being a stand-alone range without corresponding shampoos — Elida's Cream Silk is the only other solely conditioning range from a well-known manufacturer. The range, which is being backed by £1m of Press advertising throughout this year, includes a mist conditioner which is designed to be left on the hair and can be used between washes.

With Tonique spray mist Wella will be hoping for a share of the small between-wash conditioner market, currently dominated by Ashe's Vitapointe. Aimed mainly at the over 55s, Vitapointe has been repacked in pastel shades for a wider appeal. It will be supported by a £250,000 advertising campaign in women's magazines including *Prima*, *Woman and Home*, *Woman's Weekly*, *Woman's Realm* and *Family Circle*. A new POS dispenser will hold all three sizes, and product manager Helen Stratton recommends maximising on display during the coming months, to capitalise on the hair-drying holiday season.

At the other end of the age spectrum Johnson & Johnson are spending £1m on television advertising for their baby shampoo — 80 per cent of which is used by adults, according to J&J research. The second burst this year is just beginning and will run through June.

Finally, news of an interloper: Radox are hoping to make inroads into the shampoo market with their relaunched Showerfresh, which now includes a hair and body shampoo. Available in three fragrances, it includes a conditioner. Brand manager Gary Roach says: "With today's fast moving lifestyle, consumers are looking for no-nonsense convenience products. New Radox fits perfectly into this category as the one-stop answer for those who prefer to wash and condition their hair while showering."

PERMS

Thank heaven for little curls

Perms have been the Cinderella of the haircare market in recent years, overshadowed as the styling sector sprinted into the spotlight and stayed there. Ironically it's on the back of that trend that they're now attracting a new group of users.

Despite a lack of marketing support and product innovation, perms are a surprisingly buoyant area of the haircare market. It's a small sector, worth around £15m, but one that performs well for chemists — partly because its user profile matches up well to the shoppers in independent chemists, and partly because consumers want to buy perms where they can ask for advice.

The over-50s are still the largest purchasing group, but recently home perms have begun to attract the young, who are looking for body and manageability rather than curl. It's a trend that follows on from the styling craze — perms can give the same kind of look without the mess and fuss of applying mousse or gel after every wash.

The last time the perm market saw much activity was at the end of the 70s, when "soft" perms like Rave were launched. They're still around, but take only 5 per cent of sales. This year there's more activity with the relaunch of L'Oreal's Velvet, and the national roll-out of Alberto's Select.

In both cases, condition is the major selling point. L'Oreal claim new Velvet Performance will be the only home perm with a built-in conditioner to protect as it



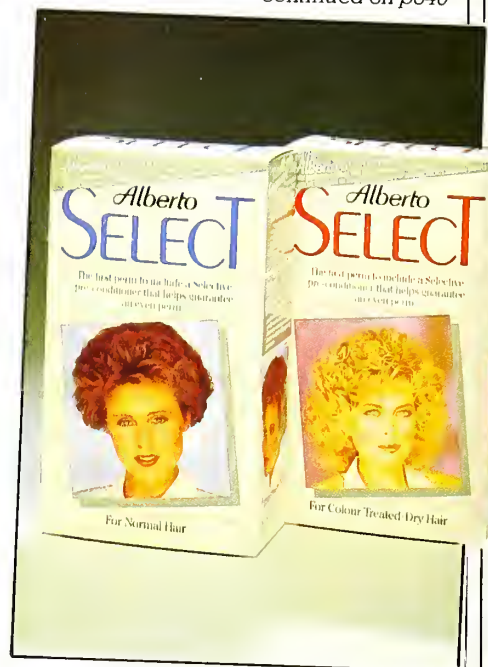
Picture courtesy of Alberto

perms, while Select includes a pre-conditioner for a more even result.

Velvet Performance will be given a new positioning to take advantage of the interest in body and volume, and new packs feature younger-looking models. A new variant — "hard to wave" — is being introduced.

New POS leaflets will be available, and the in-pack instruction leaflet has been made more detailed. "There are a lot of women out there who perm their hair regularly and are very good at it," says brand manager Sally Rowland. "We're offering them instructions

continued on p840



A younger look for L'Oreal's Velvet (left), as Alberto enter the market with Select





Amber



ASH BLONDE

Pearl



HONEY BLONDE

Sandy



LIGHT CHESTNUT

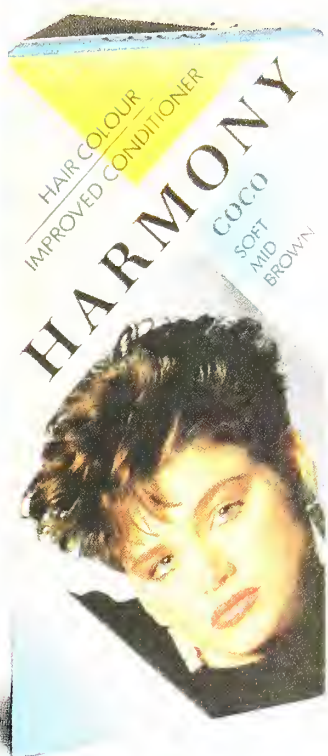
Rusty



DARK BLACK

Ebony

FROM AMBER TO EBONY,
YOU'LL NOTICE THE CHANGE
IN HARMONY.



INTRODUCING our twelve new Harmony girls from Amber to Ebony, all designed to have high profile on your shelves and raise the tone in your tills.

Harmony already sells more packs than any other brand, and our new Harmony dozen have been extensively researched to sell even more.

You just have to display them prominently with our new stylish point of sale material.

We'll be spending £1 million on TV advertising this year, so stock plenty to notice a lot more change in your tills, too.



AUBURN

Cherry



NATURAL BROWN

Tazel



DEEP RED

Rose



DARK BROWN

Coco



WARM BROWN

Ruby



RICH RED BROWN

Sherry



DEEP BURGUNDY

Victoria

continued on p838

on a variety of techniques so they can experiment in the same way salons do."

For more cautious customers, Alberto are claiming "the clearest and easiest-to follow instructions for home perming" for Select. A £500,000 women's Press campaign breaks in July and each advertisement will include a 50p off voucher. Packs will contain a voucher for £1 off next purchase.

For the woman who wants a curly look but doesn't want to take the plunge with a perm, Warner Lambert's Poly Papilloten give temporary curls without using heat or chemicals that could damage the hair — so they're also useful for anyone with hair that's out of condition, who nevertheless wants a curly style.

COLORANTS

Colouring up for '87

Permanents are the big news in hair colorants this year, with three major relaunches and a new range in the last 15 months. They account for over half of all colorant purchases.

First of the current moves was L'Oreal's relaunch of Recital as Recital Performance last year. A major feature was the signing of model Jerry Hall as the brand's spokeswoman. This idea was carried through to the relaunch of Belle Color in January — this time using Sixties model Jean Shrimpton. The differences between the two spokeswomen highlight the brand images — Recital is designed to be a premium product with fashion colours, while Belle Color majors on a natural look for covering grey.

Activity on the brand this year includes £1.5m of television and Press advertising for

Problems with perms — and how to avoid

Porosity is the key to avoiding the most feared problem of perms — frizziness. This can range from hair that's just a bit difficult to tame to a tangled, dried-up mess. The consumer has either to suffer it until it grows out, or have the hair cut very short to get rid of it.

Problems like this are caused when the hair is abnormally porous and the perm "takes" too strongly. Hair that is coloured, particularly if bleach is used, is more porous, as is permed or naturally dry hair.

Manufacturers have come up with different variants to cope with the problems of differences in porosity. In general, the drier the hair, the softer the perm that should

be used. Women with normal or greasy hair should usually choose a "normal" or "natural" variant — a softer one won't be strong enough — but if the hair has been coloured, even if it doesn't feel dry, they should choose a softer variant.

Colouring and perming don't mix well, but if a customer is going to do both, it's best to perm first. Although the colouring process may weaken the curl slightly, the reverse sequence can lead to drastic colour loss, possibly leading the consumer to colour again too soon and make the problem even worse. Colouring and perming should never be carried out in the same operation, and at least a week and one shampoo should be left

Belle Color and film for Recital. The company are also taking inspiration from the colour cosmetics world with the Recital "Venetian Reds" promotion. Display material featuring pictures by Norman Parkinson will play up all the red shades, including the recently introduced Titian.

A similar promotion was run last year, featuring Jerry Hall and Marie Helvin under the banner "Black on Blonde", and L'Oreal say they may become a regular feature of marketing activity on the brand. They believe that clever use of the display material available can give chemists the edge over their competitors, who are unable to organise such events.

Also taking inspiration from cosmetics are Wella. Their Colour Confidence was relaunched this year in peach coloured packaging, carried through to the components inside. Five new shades were added, four of them blondes — Wella say these account for 35 per cent of all sales.



Picture by Carol Born Blonde (medium beige blonde)

Press advertising for the brand runs until December in women's magazines, and the company promise consumer promotions throughout the year.

New to the market this year is Poly Colour Story, and this too follows the "cosmetic theme". Its major innovation is a new container which does away with the need for "chemistry set" components and allows the developer and colorant to be mixed by breaking a foil seal and shaking the container. The first burst of television advertising is just coming to an end, and there are plans to re-run in July in selected areas. Its theme, "merge or emerge" will be carried over into Press advertising. Total spend over the next nine months is £2m.

Lighteners and highlight kits have shown a lot of growth in the last couple of years — highlight kits in particular were only introduced two years ago, and now take 7 per cent of the total colorant market, and 19 per cent of all blonding products sales. Almost half of all highlight kit sales are to women in the 16-19 age bracket. With blonding products as a whole, 29 per cent

L'Oreal's "Venetian Reds" promotion features photos by Norman Parkinson



em

between them.

Problems can also be caused when porosity is uneven, very common with today's heavy use of heated styling appliances. Even on greasy hair this can cause very dry ends, which will take a perm much more strongly than the rest of the hair. Alberto's Select is designed for this problem, and its conditioner is formulated to even out porosity so that the more porous parts have a buffer against the perm solution, which should then "take" evenly. L'Oreal say the in-built conditioner in Velvet will also even out porosity as it perms.

Perms can also cause the opposite problem, when curls drop out very quickly,

either all over the head or in certain places, usually the roots. This can be caused by using too gentle a variant, but more often because the hair is too long and heavy — perms are most successful on layered hair. It's a problem that may well be seen a lot this year, since the magazines are full of models with long, one-length curls — not an easy style to achieve at home.

If curls have dropped, it's not always a good idea to perm again over the top — the perm may not have curled but it will have made the hair more porous, and another perm straight away could lead to frizziness. Sometimes a trim at the hairdressers will do the trick, lightening the hair and allowing it

to curl. Obviously it's far better for the customer to be made aware of the problem when she buys the perm.

It's also important to bear the final result in mind if the customer is buying curlers, as the size of these dictate the how curly the style will be — the smaller the roller, the tighter the curl. Those looking for extra body rather than a curly style should use medium to large curlers.

Some perm packs include curlers, others don't — it's worth checking that the customer is aware if they don't. An average head will need 40-50, but longer or thicker hair will need more. On very long or thick hair two perm packs may be necessary.

SUNDRIES

With all the activity on shampoos, styling products, colorants and perms, it's not surprising that the humble hairbrush hasn't stood still either — this year there are more types than ever.

The hairbrush market is worth £25m, according to Denman, who also say that most sales go through chemists. Repeat sales

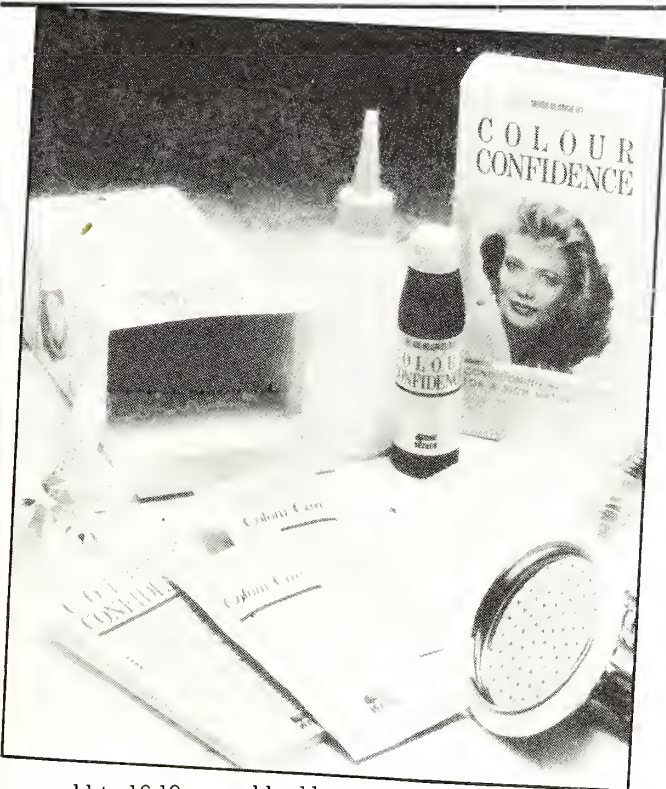
Brushing up on sales

occur every year or so say Denman, but the current trend is towards owning a selection of brushes designed to suit different style.

Denman's own range includes the Freeflow, for blow drying; "grippers", for curly styles; mousse combs; the Twister circular brush; and the Noir range designed for "trendy households".

New from Mason Pearson this year are a brush for sensitive scalps, which still uses pure bristles but only special sorted soft bristles, and a childrens brush.

For the finishing touch, Laughton offer a range of hair decorations, including the Mary Quant line, this year backed by women's Press advertorial.



are sold to 16-19 year olds, 11 per cent to 20-24 year olds, 13 per cent to 25-34 year olds, and 25 per cent of 35-44 year olds.

In response to this growth, which they see as being strongly influenced by celebrities such as Madonna and Princess Diana, Clairol are relaunching all their

**Wella's
relaunched
Colour
Confidence**

continued on p842

MASON PEARSON HAIR CARE BRUSHES

IN 4 SIZES, 3 TYPES AND 3 COLOURS

Plus: A child's brush
Plus: A sensitive brush for those with a delicate scalp.

Model Recognition

- Black tufts — Boar Bristle
- Black & White Tufts — Bristle & Nylon
- White tufts — Nylon

Full details and prices from

MASON PEARSON

— the great original

37 Old Bond Street London W1X 3AE

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blonding and highlighting products under the Born Blonde banner. The new range comprises Born Blonde lightener and colorant, Born Blonde highlights, replacing Flashlights, and Born Blonde spray in, replacing Summer Blonde Touch of Sun. Packaging is uniform across the range, with colour coding to distinguish between the different kinds of products.

Clairol say their Loving Care is now the best selling semi-permanent colorant, and the third best seller in the total colorant market. It was relaunched last year with £1m of advertising and this Summer sees a £500,000 burst of national television.

Other major activity in the semi-permanent sector this year comes from Elida Gibbs, with the relaunch of Harmony (see **Counterpoints** last week).

In general the semi-permanent market is getting an older age profile. The success of

Loving Care, positioned especially for the cover grey market, will account for some of this, but in addition the trend towards very frequent washing among the young means semi-permanent colour won't last long.

Also important in the cover grey market is Grecian 2000. Not strictly speaking a colorant, Grecian 2000 works by gradually deepening the hair colour. It will be supported with full colour Press advertising throughout the year.

As for making the most of colorant sales, manufacturers says chemists are in a good position. Displays should include shade charts and hair swatches where possible, and should differentiate between the types of products. Someone on the staff should be able to give advice about colorants — to help with this L'Oreal offer training for assistants, and most of the companies also have consultants for specific problems.

Colorants — what you need to know

Hair colorants fall into five basic categories:

1. **Permanents** (eg Colour Story, Recital, Belle Colour, Colour Confidence). These give permanent colour which lasts until the hair grows out. Only permanents can lighten hair or very drastically change its colour, though to lighten hair more than a few shades, it will be necessary to use a pre-lightener, such as Clairol Born Blonde lightener or Recital Super Blonde. Regrowth shows through after about four to six weeks.

2. **Semi-permanents** (eg Affairs, Glints, Harmony). These are designed to wash out after six to eight shampoos and are mainly used to add red or gold shades to hair. They won't lighten and can in fact make hair darker even if a blonde shade is used. They rarely pose regrowth problems.

3. **Temporaries** (VO5 colour styling mousse, Jerome Russell glitter sprays, Shaders and Toners, Ideas, Hint of a Tint). These are designed to wash out with one shampoo, although the colour may last longer on very porous hair.

4. **Lighteners** (Born Blonde lightener, Recital Superblonde). These are permanent and simply bleach the hair. They can be used alone, or more usually to pre-lighten before using a blonde colorant.

5. **Highlighters** (Recital highlight kit, Jerome Russell highlights, Poly Highlights). These permanently lighten parts of the hair. Sectioning off the parts to be dyed can be done with tinfoil, but the new kits provide a cap which has holes to pull the hair through. Recital and Born Blonde highlights include a cap, and Jerome Russell sell one separately. Lowlights work on the same basis adding red tones onto dark hair.

Knowing the advantages and disadvantages of the different types of colorants should help avoid problems.

As with perms, colorants will "take" more strongly on porous hair, so that it is too bright or dark, or colour lasts longer than normal. If hair has been permed or previously coloured, another colorant can be used but at least a week after the previous process. In this case the usage instructions should be followed particularly carefully. If very porous hair is to be coloured, it's a good idea to select a colour two or three shades lighter than the desired result.

Strand tests are particularly important on porous hair, but should really be done anyway, as they show the actual colour that the hair will be before it's too late. Poly Hair Care go one step further with their Shademates — small sizes of Polytint which can be used to determine the shade.

If a customer does happen, for whatever reason, to end up with a colour she really dislikes, it isn't always a good idea to try to rectify the situation by using another colorant, as this may result in an even stronger shade. L'Oreal advise using a strong shampoo, or if the shade is much too dark, a hair lightener — but instructions must be followed carefully. There is a limit to their lightening ability (normally five or six shades) so the final result depends on the starting colour. Refer to the manufacturer's advice service for specific advice.

For covering grey a few extra rules apply. Most semi-permanents and temporaries will not cover grey, although some claim to blend in a small amount of grey — packs will usually give the percentage. The exception is Clairol Loving Care, a semi-permanent that claims to cover 100 per cent grey hair. Where semi-permanents are used on grey, red shades are not a good idea as they can tend to come out with orange tones.

STYLING

Styling — still full of bounce

It's something of a chicken and egg situation. What came first — the high-rise hairstyles that needed mousse or gel to keep them aloft, or the products that made them possible? Whichever it was, styling products are undoubtedly the haircare success story of the eighties. The rollercoaster shows no signs of stopping yet, but it could be going the same way as shampoos — out of the chemist and into the supermarket.



Four years ago, nobody had heard of styling mousse. There were a few gels about, used mainly to make spikey punk styles spikier. In 1983 L'Oreal's Freestyle hit the shelves, and suddenly styling mousses and gels came from nowhere, to be followed more recently by fixing sprays and styling creams. Today the market supports dozens of these, plus the hairspray revival that rode on the back of the styling revolution.

Unfortunately, the boom is not necessarily good news for the chemist. Mousses, which take 70 per cent of the market, are becoming a commonplace item — commonplace enough to be popped into the trolley on the weekly run round the supermarket. The chemist's share of the sector has slipped from 12.4 per cent in 1984

continued on p844

SENOKOT-THE BIGGEST-SELLING AND MOST RECOMMENDED LAXATIVE BRAND IN PHARMACY.

- No 1 selling branded laxative – 21.9% market share.¹
- No 1 recommended brand – 53% of all pharmacy recommendation for laxatives.²
- One of the top 20 selling brands in OTC medicine.³



Most-supported laxative brand in pharmacy

Senokot is being advertised nationally in women's magazines, and a new television campaign breaks regionally throughout 1987. Total advertising spend in 1987 will be £400,000.

Thirty years of effective use

Senokot has been recommended successfully for more than thirty years by doctors and pharmacists for the safe, gentle and effective relief

of constipation. 125 million doses are sold yearly through pharmacy.

Nature's answer for constipation – in convenient forms

Senokot contains a laxative ingredient derived from the senna plant, which has been used for centuries for the treatment of constipation. In Senokot it is provided in easy-to-take forms, either as tablets, granules or syrup.



A Reckitt & Colman Pharmacy Product.

References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.

continued from p842

to 11.9 per cent last year — not drastic but certainly not healthy.

To some extent it can't be helped. A product used routinely is likely to be bought as part of the regular shopping, especially if the user is committed to a particular brand. But manufacturers believe there are mistakes the chemist can avoid.

"Stock the major brands that are well supported by advertising and promotions," advises Elida Gibbs' marketing manager Roger Wisdom. "Smaller brands might appear to have higher margins but they move off the shelves very slowly." It's a view supported by L'Oreal group product manager Geoff Skingsley, who believes it's by taking only the big brands that grocery outlets have managed to cream off sales from the chemist. Boots, however, have managed to hold onto their share, says Mr Skingsley, by recognising styling as a separate sector: "It's very difficult to spot the styling section in many small chemists — sometimes the products are in with perms, or they're spread around. They need a distinct area on shelf."

It's the old story yet again — display's the thing. "It's an area where chemists could score over grocery outlets and drugstores, who don't have the space or the inclination to make the most of POS material," says Mr Skingsley. L'Oreal's latest POS promotion for Freestyle will be aimed almost exclusively at chemists. An advertorial for



the brand in *Elle's* April edition has been translated into display material, including "style cards" with a photograph and step-by-step instructions for four different styles. There is a "style centre" display unit for both the mousse and the hairspray. A second burst of the 1987 £1m television campaign will appear later this year.

Chemists have also underestimated the importance of mousse in the sector, say L'Oreal — the market is being flooded with different types of gel, but it's mousse that's growing fastest. In line with this is a tendency towards bigger sizes — when Freestyle was launched it was offered in 45ml and 75ml cans, now 100ml is the smallest size.

Undoubtedly the boom in styling has come from the young. What they're looking for now, say L'Oreal, is a wardrobe of products to use together or separately to create a myriad of different styles. "People don't have one idol who they imitate any more. They take a bit of this and a bit of that from the styles of people they admire and make a look of their own — so they want products they can play around with," says Geoff Skingsley. Almost half the 16-19s use four or more products every time they wash their hair, say L'Oreal.

In response to this L'Oreal are adding two more products to the Studio Line range: design gel and sculpting mousse. They are spending £1½m on television advertising for the brand this year.

Versatility is also the keynote of Alberto's styling products. They offer ten variants in the standard VO5 styling range, plus nine shades of colour styling mousse. "Consumers are demanding more and more choice," says marketing manager David Bartholomew, "and becoming increasingly sophisticated in their requirements." The latest innovation is gel spray, claimed to combine the hold of a gel with the convenience of a hairspray.

During Spring Alberto will be running a joint promotion with WH Smith HMV, offering a booklet of vouchers for up to £5 off records, tapes and compact discs.

A little more Empathy for the over-40s

Like discos, Duran Duran and denim, styling products have been largely the preserve of the young. This year it's the turn of the over-40's to get a little lift, as Johnson & Johnson add styling mousse and hairspray to their Empathy range.

The two products (styling mousse 150ml, around £2.26, hair spray 200ml, around £1.82) make Empathy the first complete haircare range specifically aimed at the older woman. And while hairspray has traditionally been used by this group — over half its usage comes from the over-40's — Empathy mousse is the first of the new styling products to be aimed at the older woman.

J&J's research among the over-40s uncovered a lot of interest in styling products but not much usage — 58 per cent never or hardly ever used mousse or gel. Those that did use the products had often been introduced to the idea by their daughters. J&J hope that a brand aimed at them will give older women the confidence

continued on p847



Bringing styling to the over-40s

A little Gem

Richards & Appleby are relaunching their Gem range of hair care products. The range includes normal and extra hold hair sprays with added conditioner (170ml, £0.69); styling and conditioning mousse with added jojoba (150ml, £0.99); styling and setting gel with added conditioner (100ml, £0.65) and a fine mist dry shampoo to clean and revive hair (125ml, £0.99). The range is designed to appeal to the younger end of the market. Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs.



Going...



Sensitive teeth affect nearly half the UK population at some time, so the market is huge. And it's totally dominated by Sensodyne. But we're not just the brand leader. We're the No. 5 brand by value* in the total toothpaste market.

Going...

When Sensodyne F joined the range last year it was an instant hit. Backed by a National TV campaign, total brand sales surged ahead. So we're backing Sensodyne again with a record £2.7 million TV spend.



Gone.

BACK ON TV IN JULY.

Consumers know Sensodyne works. When they try it, they stay with it. The Sensodyne F launch created new users, giving you extra business. It's also boosted total Sensodyne Sales to their highest level ever. So when TV starts in July make sure you're well stocked with Sensodyne F, Mint and Original. Sensodyne's the only brand you need.



**SENSODYNE
TOOTHPASTES**

Britain's No.1 brand for
Sensitive Teeth



THERE WILL SOON
BE A NEW
FORCE IN PHARMACY

NEWS FROM CUSSONS

A Pearl of a profit maker

Cussons is bucking the current soap makers' price-cutting trend by maintaining retail profitability on its successful beauty soap, Cussons Pearl.

While reducing the bar size to the new industry standard 125g size – and restyling the brand's packaging – Cussons has set a single bar price of 24p. At this level, the company says the trade will earn a realistic margin on sales.

At the same time, a 43p twin pack will now be available permanently, aimed at particularly cost-conscious shoppers. (During March and April, the twin pack will carry a 39p promotional ticket.)

"Soap is probably one of the best value items available to the housewife," according to Cussons' marketing manager, Bob Jones. "In the beauty area, brands like Pearl carry high perceived value thanks to their quality fragrances and presentation. We want to go on growing the sector, to everyone's benefit, and that means maintaining the image of the products as well as sensible prices."

The new-look Pearl retains its stylish curved shape, though scaled down to the new tablet size. Its carton, which sets it apart from other beauty soaps, features stronger graphics on the unique pearlised background that changes colour in-store. The two variants – Natural White and Oyster Pink – have appropriately colour coded boxes.



New-look Cussons Pearl – fragrant, feminine beauty soap for everyday enjoyment.

£1 million worth of tropical beauty

Sun, sea, sand and... soap is the formula behind the new £1 million television campaign for Cussons Pearl, filmed on location in the Seychelles.

Steering firmly away from the well-trodden advertising path, with its obligatory timeless beauty lathering at home, the latest Pearl commercial deliberately expresses a brand that is contemporary, feminine, sensuous and confident.

Set on the coral beaches of the Indian Ocean, viewers are presented with what Cussons calls 'The Pearl Dream' – the pleasure and relaxation associated with the tranquility of bathing – brought to life by the palm-fringed tropical environment.

From mid-March, national television will carry the new advertising in the first of the year's major promotional bursts. Already a £4 million retail brand, the expenditure will help Cussons boost Pearl's market share from its current five percent position.



Cussons Pearl on television – a far cry from conventional soap operas.

Dry success

Consistent advertising and promotion behind Imperial Leather Dry deodorants is beginning to pay handsome dividends for manufacturers, Cussons.

The company's head of national accounts, Colin Stevens, says: "Dry was the fastest growing product in 1986 and must now be considered one of the sector's major long-term brands."

Over £1 million was spent on Dry last year including an extensive national press money-off coupon campaign which generated a staggering 1.6 million redemptions, more than twice the usual rate. In addition, Cussons again played its strongest card – the use of on-pack cross promotions on other Imperial Leather products.

The continuing sales and brand share growth of Imperial Leather Dry deodorants is inseparable from the development of the whole Imperial Leather soap and toiletries range. Consumers are fast catching on to the idea of Imperial Leather's consistent premium quality and broad family appeal, no matter what the product.

Imperial Leather Dry, however, must lay claim to spawning the first strictly feminine Imperial Leather line with its pink-packaged New Dawn fragrance variant, later joined by all-green Fresh Mist. Together with the long-running Original, the Dry range looks poised for even greater things this year.

To set the roll-on rolling for 1987, 30 percent extra fill packs will be in the trade in March. Aerosols will carry a simultaneous 10p saving offer.



Pink, green and ivory: the colours of success.

Record support for Imperial Leather range

More than £6 million is being spent behind Cussons' Imperial Leather soap and toiletries range this year, helping over 75 million individual Imperial Leather products sell through the trade.

With shampoo, foam bath, deodorants, talc and shower gel already in the toiletries portfolio – and more new lines to come – the range is building momentum fast.

Latest newcomer, Imperial Leather Foam Bath, proved a Christmas winner, combining stylish packaging with affordable luxury quality, always the hallmark of Cussons' biggest success story.



A wonderful new Foam Bath for all ages.



1987 will see Cussons sales almost doubled in five years.
60% of these will be outside our heartland of soap.

There are more bright ideas for the 80's overleaf.

continued from p844

to adopt the new products.

The company are aiming for a 2 per cent share of the styling market. Empathy shampoo, launched three years ago, now has 2 per cent of shampoos sales, in a market where the brand leader has only 7.4 per cent. The original concept and the formulation were brought over from the USA, where ironically the product has not done well. A spokeswoman for J&J says this is because it is far more acceptable to be over 40 in this country than in the eternal youth-orientated States: "Every magazine you read has an article about the famous over-forties — Joan Collins, Cliff Richard, Ursula Andress, Linda Evans. And all the heroes of the Swinging Sixties are hitting their forties too."

The company says there are 13 million women aged 40 plus. Many of them are working part-time, which gives them time and money to spend on themselves, and the inclination to take care of their looks. "They've done their bit for the home and family, and now they want to pamper themselves a bit," says the spokeswoman.

Don't they mind admitting their age? J&J isolate three attitudes to hitting 40. The active acceptors are outgoing and confident — interested in their appearance, they look for upmarket products. Passive acceptors are stay-at-home types, more family orientated. They are interested in a product that will make their hair look good — they'll look at the condition of the woman's hair in the advertisements, whereas the active acceptor will identify with or aspire to her lifestyle, and take more notice of the place where she's seen, the man she's with, and what she's wearing. The third category rejects the whole concept. J&J say they can afford not to worry about them.

Empathy television advertising will recommence for five weeks in July and August, the film campaign repeating the advertisement used earlier in the year. A £750,000 Press campaign will support the new mousse and hairspray, backed up by sampling through the Press and free mini-sizes banded to Empathy shampoo and conditioner.

Schwarzkopf are relaunching their Corimist range with the aim of maintaining an upmarket look and giving the brand a younger image.

The repackaged range will be advertised on national television throughout the Summer, and shampoos and conditioner will offer 20 per cent extra free.

Schwarzkopf say distribution of Corimist has traditionally been strong in chemists, and they have deliberately tried to pursue a specialist pharmacy image. *Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks.*

MEN'S TALK

Boy's own haircare

Haircare is not an exclusively feminine prerogative. We take a look at some of the more macho products on offer.

Trends in male haircare products broadly follow those of the overall market — styling products are used more and more, and hairwashing is getting more frequent.

Gel is far more popular than mousse, despite the fact that the latter can add body for the less well-thatched. L'Oreal say 40 per cent of gel usage is by men. Their Studio Line has deliberately unisex packaging to appeal to this market, and Beecham offer four ways to get the Brylcreem bounce: the original product, styling mousse, fixing spray and gel. A complete range for men is offered by Henara, comprising shampoo, conditioner, styling gel and treatment wax.

Special ranges for men might seem a bit gimmicky, but in fact men's hair does have



different needs. Henara's Henna for Men treatment wax, for example, is designed to be left on the hair for five minutes, as opposed to 30 for their standard product. This is because men's hair is generally in better condition than women's, through more frequent trims and less use of heated styling products.

One major difference between the shampoo markets is that many men's fragrance ranges offer shampoos — Shulton's Insignia, Blue Stratos, Blue Stratos Sport, Old Spice, Mandate and Grey Flannel all have shampoos for frequent use. This is not seen in the women's fragrance market, and perhaps arises from the fact that the growth in male toiletries has partly come from the boom in male fragrance.

On test at the moment in the Granada region is Just for Men hair colorant from Combe. Designed mainly for covering grey, it comes in just three shades.

ELECTRICALS

Plug in to fashion

"More power to your elbow!" is what electrical haircare is offering this year — faster hairdryers and an ever-increasing range of stylers, for everything from ringlets to bobs.

Britain bought 6.6 million haircare appliances last year — that's about one for every nine people in the country. Two major trends show up — consumers are looking for versatility in styling appliances, to make the most of the versatility offered by haircare toiletries, and speed — not surprising when you consider how often they're washing their hair.

Product marketing manager at Philips Malcolm Donahue says consumers are moving away from small hand-held dryers to higher voltage models, and "we can expect to see an increasing number of higher voltage models with added features and colour variations this year."

Pifco agree that fashion colours are becoming more important, mainly because most dryers are bought for or by young girls and point out that retailers can take advantage of this with the see-through



packaging on their Creations range, which should help create an attractive display.

Pifco also highlight the popularity of combination and multi-feature products, while Babyliss say the market is moving on from being dominated by hotbrushes, to fashion-orientated products for special effects. Within their own range these include a straightener, a crimper and a wave maker, and the new Hot Sticks. Like Clairol's Wavelengths, these are an electrical version of products such as Poly Papilloten, Molton Browners and Schumi Shapers, designed for the ringlet effect that looks likely to be popular this Summer.

Clairol say they will be advertising Wavelengths later this year. They believe that the interest created by the new products has stimulated sales of traditional heated rollers and curling tongs. They promise new products for later in the year.

Mon brave!

What interest! What controversy! A few eccentrics (Messrs Xrayser, Dudley and Thomas) are out to rubbish a brave, courageous man — Charles Flynn.

Yes, he is proud — rightly so!

Yes, Mr Flynn and the British Pharmacists Association have delayed the contract for two years enabling many small pharmacies to continue in business, as is their right, and extending the period by two years for which the Basic Practice Allowance (£6,000) was paid by the DHSS — an allowance supported by Nuffield.

Recent leapfrogging (and I speak as one who is being leapfrogged) has occurred because of the Pharmaceutical Services Negotiating Committee, the Pharmaceutical Society and the DHSS. It is their contract, not ours. It is insulting to complain that this situation is caused by BPA. Mr Flynn in his Council policy statement says contract security is suspect. He should know from his IOM experience with equivalent legislation upon which the PSNC's is based.

When did Xrayser, Dudley and Thomas stand for democratic election to the Society's Council? In doing so Charles Flynn is asking his fellow pharmacists whether they wish him to represent them. He does not fear their judgment. What more can he do?

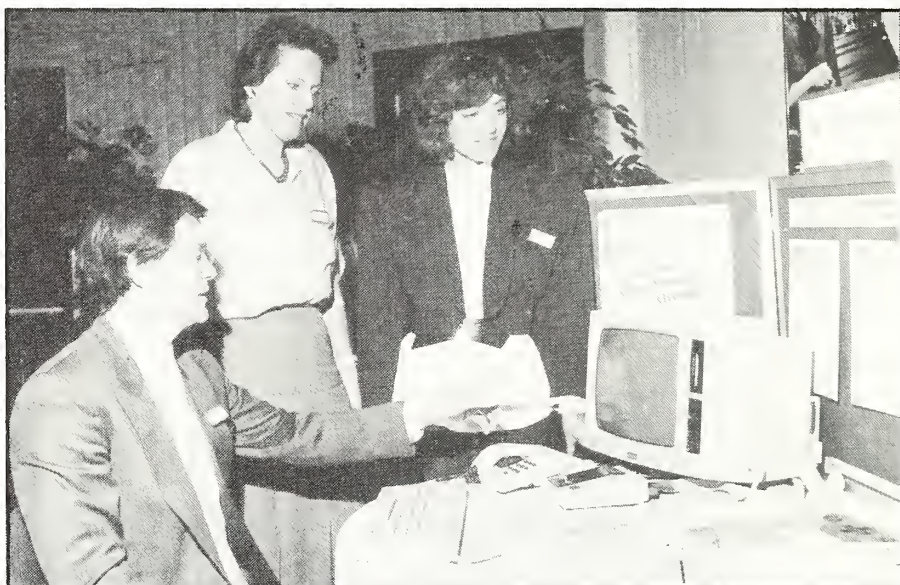
J. Patel

General secretary, BPA

In response to the PGC

I must respond to Colin Virden's reply, printed at the end of my last letter (*C&D*, April 4, p618). I hope that this time you will allow Scottish pharmacists some time to consider my views, before printing the response of the General Council!

I accept that my own essential small pharmacy (ESP) would just fail to qualify under the stricter criteria in England and Wales. Aside from the fact that the majority of Scottish ESPs *would* still qualify under the rules South of the Border, I am not necessarily arguing for exactly the same guaranteed minimum income for Scotland. However, it is important to establish the principle in order to give the incentive needed to encourage pharmacies to open in rural and semi-rural areas of Scotland, vast tracts of which have no pharmacies whatsoever. Furthermore, the little extra money required should *not* come from other contractors, but from the Government, in recognition of the fact that



Paul Clarke, medical director of the Medical Advisory Service for Travellers Abroad, demonstrates his data base for doctors at Janssen's London holiday health seminar for pharmacists. With him are Sally Hunt (centre) skincare specialist from Chefaro, and Susan Grossman, author of "Have kids, will travel". Opening the seminar, BBC's "Going Places" presenter Clive Jacobs was critical of the health advice given by travel brochures, and pointed out that up to 50 per cent of travellers fall ill while abroad. AIDS is now among the hazards — a heterosexual travelling abroad is now 800 times more likely to contract the disease than if he or she stayed in the UK, the seminar was told

Scotland is much more rural in nature (five times less densely populated than England and Wales on the last census figures).

However, the treatment of Scottish ESPs is still better than most small pharmacies not in the ESP scheme. It is they that the General Council has really let down by going along with the Government's divisive cost-cutting exercise. "Uncivilised" was how one pharmacist expressed it to me recently, when the money the Government wanted could have been taken from all pharmacies, small and large alike. Another, who is just realising how much his business is going to be affected, wrote to me today: "I truly feel small pharmacies have been thrown to the wolves to satisfy civil servants..."

I understand that the meeting for unhappy Scottish pharmacists is now unlikely to take place on May 12. A new date will be fixed soon.

Graeme M. Park,

Johnstone

Dolphin point

Searle Consumer Products Division apparently consider it suitable to exploit the image of a captive dolphin to promote their product Canderel (see *C&D*, April 4, p604). Are they unaware of the considerable body of expert opinion totally against the concept of captivity of cetaceans? Here are a few facts for their consideration:

- 1) In the UK out of 26 births of dolphins in captivity only two have survived.
- 2) Worldwide there have only been four births of Orcas (related to the dolphin

family), none of which have survived.

3) Worldwide the average lifespan in captivity of Orcas averages only 4.1 years whereas in the wild they can expect to live to 70 years.

4) In the UK since 1969 (according to BBC Watchdog Survey) there have been 75 deaths in captivity of dolphins.

Basically there is a high loss rate at time of capture — and a high death rate in captivity.

Dolphins (and Orcas) are essentially free ranging mammals travelling many hundreds of miles of ocean. To keep them captive is a total denial of their natural life style and instead, according to Cousteau, turns them into deformed, perverted creatures.

It would have been far more ecologically and conservationally responsible for Searle to have used the image of a wild leaping dolphin in the sea, and there are plenty of available photographs that they could have utilised. Perhaps they might consider putting some of the profits from this ill-considered exploitation, and no doubt unintentional perpetuation of the concept of captivity, into funding conservation?

For example, Dr Evans, head of the Mammal Society (Cetaceans) is currently involved in a study funded by Greenpeace to establish the real reasons why the once so-healthy dolphin populations around our shores appear to have collapsed dramatically. There are, of course, several probable reasons, eg pollution both sonar and chemical, also oil, and entanglement in fishing purse seine nets causing incidental drowning.

Malcolm H. Espley
Chester

Supplementary!

With reference to Professor Alain Li Wan Po's article "Are supplements justified" (*C&D*, April 4, 1987). While congratulating Professor Li Wan Po on a concise and informative review of the case for vitamin B6 supplementation, I would like to draw attention to his omission of the Seven Seas range of supplements containing vitamin B6.

Notably: Vitamin B complex, 50mg (60s, £2.39); super vitamin B6 50mg (60s, £2.09); multivitamins and minerals, 10mg (60s, £2.85) and multivitamins, minerals and Siberian Ginseng extract 8mg, (60s, £3.35); and Femin-9 60mg, (30s, £2.19).

The Seven Seas health supplements range account for 11.4 per cent of the sterling sales in independent chemists.

Tom Hardman

Marketing manager,

Seven Seas Health Care Ltd

Calsalettes OK

There is no truth in trade rumours that Calsalettes tablets are going to be very hard to get soon.

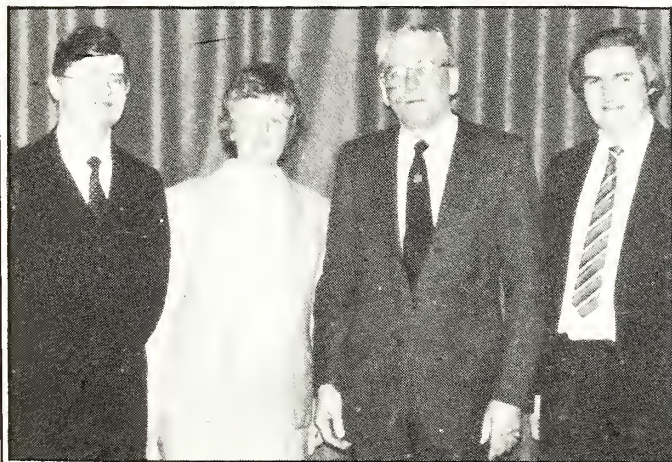
The product has been continuously available since 1910 and is stocked by all the major wholesalers throughout the UK. So there is no reason why any chemist should have a problem in obtaining them.

If you can be of assistance in this matter, it will be most appreciated, as these rumours tend to upset our customers and presumably started in a chemist shop.

N.A.L. Hodges

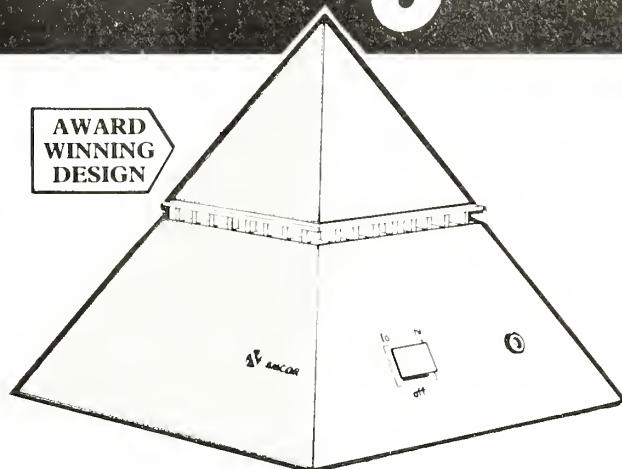
Managing director,

Torbet Laboratories Ltd



PSGB President Dr Geoff Booth meets members of the Society's Isle of Man Branch on his recent visit to the island. Left to right: Charles Flynn (treasurer), Mrs Brenda Charlton (secretary), Dr Booth, Brian Woosley (chairman)

AMCOR IONISERS Freshen Air



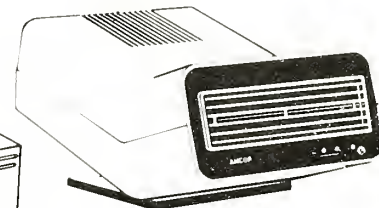
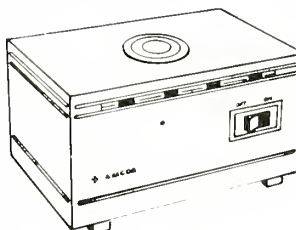
Six reasons why AMCOR is one of the world's leading suppliers

- FULL 360° COVERAGE (instead of normal 180°)
- EXCLUSIVE IONISATION CARBON ELECTRODE
- TOP DEALER DISCOUNTS
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AVAILABLE WITH
FILTER AND FAN
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June election too soon for Consumer Bill?

The Consumer Protection Bill looks like being among the casualties if, as expected, the Prime Minister calls a June general election.

The Bill, which implements the EEC Directive on product liability and has already been approved by the Lords, received an unopposed second reading in the Commons on Monday. Most MPs believe that it is unlikely to reach the Statute Book before the present Parliament is dissolved. But whatever the outcome of the general election, the incoming government is almost certain to re-introduce the measure — or one on similar lines — during the first session of the new Parliament.

In Monday's debate Mr Alan Williams, a Labour spokesman on trade, promised to take up the suggestion that pharmacists dispensing medicines should be given more specific protection when supplying products for which they were not primarily responsible.

He recalled that pharmacists had requested that the name of the manufacturer should appear on the product "so that people against whom claims should be made are known clearly to the public".

Mr Williams also gave notice that the Opposition would seek to amend the bill so as to limit the protection it makes available to the pharmaceutical industry through the development risks defence. He conceded that it was not a "simple black and white issue" and said that the Opposition would

certainly move an amendment on strict liability with insurance.

Mr Michael Howard, Minister for Consumer and Corporate Affairs, gave no hint of any concession to the views expressed by Mr Williams. But he indicated that the Government was still considering whether or not to revert to the original wording of the relevant clause by overturning an amendment carried by the House of Lords. Mr Cranley Onslow (Con) said the original wording was greatly preferred by the high tech industries.

Mr Howard announced that in response to representations made by retail trade organisations the Government would amend the Bill to change the status of the code of practice on misleading price indications. Under the new formula, compliance with the code would not be a defence against infringement of any of the relevant provisions, but "compliance or contravention should tend to establish innocence or guilt".

■ The imminence of the general election has also finally ensured that the private member's measure introduced by Lord Northfield (Lab), designed to remove drugs patented between 1967-78 from the licence of right provisions of the 1977 Patents Act, will not make any further progress.

But in the event of the Government receiving a renewed mandate, the repeal provisions would almost certainly be included in the revived Consumer Protection Bill.

amount of saccharin.

Mr Thompson said many of the provisions in the Soft Drinks Regulations 1964 would be revoked. The minimum sugar content and compositional requirements for fruit based or fruit juice based drinks would go.

Guinness figures

Guinness, the drinks firm at the centre of recent City scandals, have made £355m pre-tax profits in the 15 months to December 1986.

Costs of £125m come under the heading "unusual transactions" — which concern the takeover bid for Distillers and its aftermath. Guinness are selling off their retailing concerns — which include the R. Gordon Drummond chain. But the bidders have yet to be revealed.

Audacious move from Elida

Elida Gibbs' French fragrance collection, Audace, is being shifted under the House of Matchabelli umbrella.

The change follows Unilever's recent acquisition of Chesebrough Pond's; Unilever own Elida Gibbs, and Matchabelli is a division of Chesebrough. Audace was only brought into the UK last year, and will now be handled by the Chesebrough Ponds sales force, though marketing and advertising should stay the same. It joins Matchabelli's Aviance, Cachet and Pastale brands.

Other products in the Elida Gibbs and Chesebrough stables which would seem to complement each other include their hair care products (Chesebrough have the Rave perming line). But Elida's sales director Gordon George insisted that there are no further changes planned as yet.

"The only reason we've put Audace with Matchabelli is because they have a bigger portfolio and they seem to fit comfortably together," he explained. "In the much longer term, all sorts of things may happen. But there are no immediate plans for other changes," he said.

Fair Share of profits . . .

Share Drug Stores have announced record interim pre-tax profits of £1,125,000, a 32 per cent increase on last year.

For the 26 week period up to February 28, in which 20 new stores opened bringing the total to 115, turnover increased by 40 per cent to £23,821,000 and earnings per share increased from 5.9p to 6.8p.

Chairman Alan Prince said he was confident that the rapid store opening programme would lead to further growth, and anticipates another five stores opening before the end of the financial year. Since the beginning of the second half, March 1, one new store has opened and one closed. A 35,000 sq ft extension to the warehouse is planned for the Summer, he added, which should be able to support up to 200 stores.

E.C. DeWitt & Co Ltd: the company's main office is moving on May 5 to 62 East Barnet Road, New Barnet, Herts EN4 8RQ (tel 01-441 9310, Fax no 01-441 8725).

New rules for drinking

Revised regulations on the content of soft drinks are to be issued by the Government shortly. Mr Donald Thompson, Parliamentary Secretary to the Minister of Agriculture, announced in the Commons on Monday.

He said the proposals would concentrate on a requirement to declare the fruit or fruit juice content on the labels of soft drinks derived wholly or mainly from such sources; minimum compositional standards only for soda water and Indian tonic water; continuing the requirements for "low calorie" drinks, and continuing controls on the maximum

"Government will up VAT" charge denied by Thatcher

Despite denials by Mrs Thatcher, Labour leaders have renewed their charge that, if given a new mandate at the general election, the Government will raise the level of VAT and extend its coverage.

The Prime Minister dismissed as "wholly without foundation" what she described as a "number of fanciful reports in recent weeks, suggesting that the Government is planning substantial increases in VAT".

Dealing with assertions that the European Commission was formulating proposals to end the UK's zero rate of VAT in the interests of harmonisation, she pointed out that the Government had an absolute right to veto unacceptable proposals.

In a letter to Mr Alf Lomas, leader of

the Labour Group in the European Parliament, the Prime Minister stated: "The Commission has so far failed to demonstrate to other member states besides ourselves that harmonisation is essential to the completion of the internal market".

Dr Oonagh McDonald, a Labour spokesman on treasury affairs, claimed during the second reading debate on the Finance Bill last week that the Government was planning to use a decision of the European Court, expected later this year, to extend the present coverage of VAT.

Mr Teddy Taylor (Con), a leading critic of the EEC, had also pointed out that the proceedings of the European Court were initiated by the European Commission and that the Government has no power to veto the Court's decisions.

New faces at Macarthy's

Macarthy's are bringing two new men to their Board as they gear up for more acquisitions.

Tony Allens becomes the group marketing director — a new post — coming from his consultancy Allen Hodgkins and Associates. He previously worked for Fisons for 15 years, becoming managing director of the pharmaceutical division in 1976. From 1980-82 he headed Lewis & Peat Chemicals — part of Guinness Peat. Colin Warrilow is made group development director — overseeing Macarthy's growth strategies — and his

place as group finance director is taken by Malcolm Baggott, from Northern Telecom Data Systems.

And joining Macarthy from Guinness's Martins Retail Group — now up for sale — is John Kavanagh. Mr Kavanagh, who had responsibility for Martins' newsagent and pharmaceutical properties, becomes the group property development manager, looking at potential retail pharmacy acquisitions and helping to develop Lifecycle, the recently bought healthfoods retailers. He will also manage existing properties.

Barry Thompson become director and general manager of the group's veterinary wholesaling subsidiary, Willington Medicals. He succeeds Joe Fine, who is retiring.

Changing of the Croda guard

After the disbandment of Cromano Consumer Products, Croda International have set up a new management structure for their cosmetics and toiletries companies.

A new company — Croda Cosmetics & Toiletries Ltd — has been formed with T.A. Brock as managing director. This will consist of Richards & Appleby, with T.D. Johnson as managing director; The Standard Soap Co Ltd and Kolmar Europe.

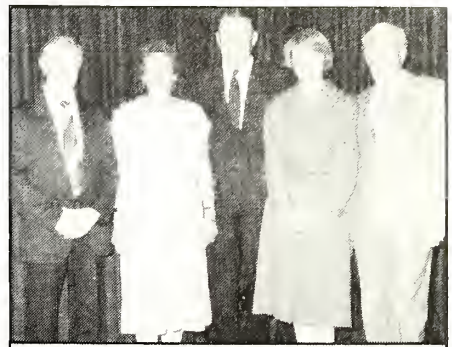
Chemist & Druggist 2 May 1987

The three companies will still deal with branded cosmetics and toiletries, contract and private label soap and toiletries, and contract and private label cosmetics and skin care.

In addition

A new organisation, the Food Additives Industry Association, is being set up to provide facts about food additives.

It is being organised by the Chemical Industries Association's Food Group, which says it is to overcome the problem of conflicting reports and to provide an expert source of information.



Some 200 Allen & Hanburys long service "veterans" met for their 32nd and final annual London dinner last week. Dwindling numbers of employees from the former Bethnal Green plant mean that future gatherings will be at Ware, so it was an evening of nostalgia for the "A&H people". Pictured here is Veterans Association president Mr David Smart, with four new 35-years-service staff

Avon calling into more stores

Avon are extending their retail-based markets to Northern Europe — but say any such moves in the UK are "virtually impossible".

The door-to-door cosmetics firm has been discussing export plans with agents in Finland and possibly Holland. But the company is playing down the significance of its latest moves. A spokesman pointed out: "We've always operated like this in certain small export markets because it's not worth setting up direct sales. Malta, Cyprus and the Middle East all have retail arrangements."

But there was no prospect of Avon moving into shops in the UK, he added — "simply because there are very many thousands of representatives and they would all fade away".

Some agencies prefer direct selling, said Avon, but the two strategies are not allowed to conflict.

Kodak go into new division

Kodak Ltd have formed a new division called Ultra Technologies, to market and sell a range of long-life, alkaline batteries and a new 9-volt lithium battery.

Chris Tombs has been appointed the division manager, having returned from working on a number of consumer products with Eastman Kodak in Rochester, New York State — the products were launched in the US in the past year.

Kodak say the new division has already established a team in both marketing and sales: the resources of the consumer products division will also be used.

Heavy investment from Scott

Scott Ltd have announced a campaign of heavy investment in the UK to support brands and develop new products.

Scott, who recently bought out Bowater Industries, have a 35 per cent share of the UK's £583m paper tissue market, says the company, but believe that with European tissue consumption still a third that of the US, there is still room for growth, and they aim to increase their volume by 30 per cent in the next five years.

The support package will include £11m on Andrex including £7m of television advertising, £3m national television advertising on Fiesta and continued support for Sancell and Baby Fresh and facial tissues.

A new range, Scott Helping Hand paper products, is now being sold through Gateway stores, and involves an automatic charity donation by Scott with every purchase. The company hopes to extend the product to other outlets later in the year.

Steady growth in managed sites

Boots are key tenants in nearly half of the country's managed shopping schemes, according to a new register. And about nine new schemes have been set up every year since 1977.

The Unit for Retail Planning Information has brought out its "Register of managed shopping schemes"; looking at 300 developments in the UK. The Register shows the number of new schemes opened each year has fallen since the peak years of the late 1960s and early '70s, when nearly 60 per cent of all existing schemes were opened. But the trend of several new schemes a year should now continue, if not increase.

About 88 per cent of all schemes are less than 400,000 sq ft and only two schemes are one million sq ft or more. Of the ten largest schemes in the country, six have been built in new towns and seven are located in the traditional centre. Only twenty-two per cent of all existing large managed schemes are free standing. "Register of managed shopping schemes" (£49 to URPI members, £85 to non-members), URPI, 6 Bridge Street, Reading RG1 2LU.

Back to work update

A course for pharmacists who want to return to practice, or who feel they need updating, is to be held in Birmingham during June.

The course consists of four study days (June 11, 18, 25 and July 2) and a four day attachment in either hospital or community pharmacy. The course will contain sessions on diseases and their therapy, legislation and labelling requirements, responding to symptoms and drug interactions.

Crèche facilities will be provided. Cost on application. Details from Alison Morley at Aston University (021-359 3611 ext 4199) or Rhona Panton at West Midlands RHA (021-456 1444 ext 1308).

APS Memorial lecture

This year's APS Wallace Hemingway Memorial Lecture will be given in the School of Pharmacy, Bradford University, on Wednesday, May 13, at 8pm.

The speaker will be Dr R.T. Brittain, research director of Glaxo Group Research Ltd, who will talk on "Rational approaches to drug discovery."

Entrance is by invitation only. Details from *Approved Prescription Services Ltd, Whitcliffe House, Whitcliffe Road, Cleckheaton, West Yorks BD19 3BZ* (0274 876776).

CBI and AIDS

The Confederation of British Industry has organised a seminar on "AIDS: Reducing the risk to your business" on June 30, at 10am, at Centre Point, 103 New Oxford Street, London.

Conference fee for CBI members is £149.50 and for non-members £166.75. Further details are available from A. Nolan, Employment Affairs Directorate, CBI, Centre Point, 103 New Oxford Street, WC1A 1DU.

Chelsea reunion

A reunion for Chelsea students 1955-57 will be held on Sunday May 10 at the Pharmaceutical Society Headquarters,

Lambeth High Street, at 12 noon. Refreshments will be available. Details from Mrs Ann Iles (Hitchings), 37 Gwerneinon Road, Sketty, Swansea (tel 0792 204680) or Mrs Philippa Allen (Pinder) 39 Ruffs Furze, Oakley, Bedford (tel 02302 3494).

A female force

An international symposium on "Women as a major force in pharmacy" takes place in London between June 21-27.

Speakers include Baroness Trumington, Parliamentary Under-Secretary for Health, and Mr Don Newman, Under-Secretary, Department of Health and Human Services, USA.

Full details are available from Rita Maddison, Office of Health Economics, 12 Whitehall, London SW1A 2DY.

Tuesday, May 5

North Metropolitan Branch, National Pharmaceutical Association. 7.30pm, The School of Pharmacy, University of London, Brunswick Square, London WC1. A presentation by Forest Photographic of Walthamstow on "Modern Colour Film Processing," and Mr L.H. Coote on developments in the industry.

Wednesday, May 6

West Metropolitan Branch, Pharmaceutical Society. 7.15pm, District Personnel Board Room, St Mary's Hospital, Acro Building, 7-9 South Wharf Road, London W2. Annual meeting followed by talk on "Current Trends in Cardio-Vascular Therapy".

Thursday, May 7

Lincoln Branch, Pharmaceutical Society. 7.30pm, post-graduate centre, County Hospital, Lincoln. Annual meeting and discussion of Branch resolutions. **Royal Society of Health.** 7pm, The Royal Society of Medicine, 1 Wimpole Street, London W1. "A reappraisal of vaccination of children". Further details from Conference Department, Royal Society of Health, RSH House, 38A St George's Drive, London SW1.

Society of Cosmetic Scientists. 6.30pm, The Blossoms Hotel, Chester. Dr H.A. Barnes (Unilever Research, Port Sunlight) on "Rheology — a vital component of cosmetics". **Wirral Branch, Pharmaceutical Society.** 8pm, Committee Room, Wirral post-graduate medical centre, Clatterbridge Hospital. Discussion of Branch resolutions.

Saturday, May 9

Leicestershire Branch, Pharmaceutical Society. dinner dance, 8pm, Leicester University Building. Details from Michael Burden, 105 Scraptoft Lane, Leicester.

Advance Information

The British Institute of Regulatory Affairs Annual Symposium, the Holiday Inn, Bristol on July 8-10, on "Responsibility in a Regulated Industry". Cost is £322 (members) and £368 (non-members). Application forms from Jean Anderton, Assistant Secretary, The British Institute of Regulatory Affairs, Drayton House, 30 Gordon Street, London WC1H 0AX. **Perfumery Trade Fair,** June 15-17. The Embassy Hotel, Piccadilly. Further details from Lynnea Mallalieu (061-881 7272). Booking information from Jimmie Norman, Sales Executive, Hotel Piccadilly.

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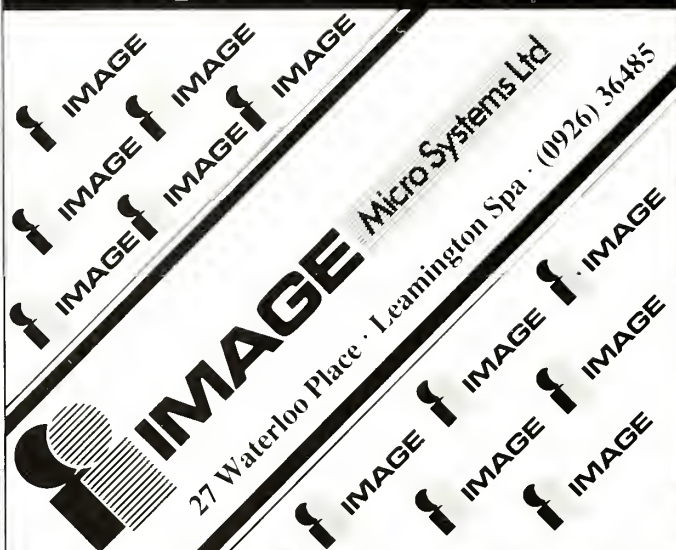


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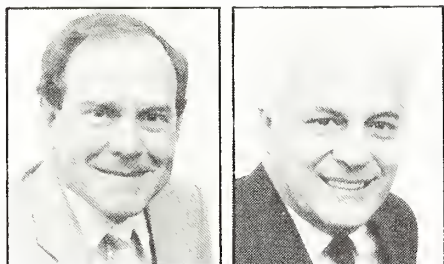
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NPA Board elects Thomas to chair

The new chairman of the National Pharmaceutical Association's Board of Management is Mr David Thomas, MPS.

Mr Thomas has been Board member for the West Midlands since 1980, and is director of two pharmacies.

Mr Mike Thornton, MPS (South) is the newly-elected vice-chairman, and has also been on the Board since 1980. He has three pharmacies, and is director of a manufacturing, retailing, and wholesaling company in Hampshire.



David Thomas (left), chairman, and Mike Thornton of the NPA's Board.

Mr Bob Worby, FPS (North East London) is re-elected treasurer.

NPA committees are made up of the following:

General Purposes: J.R. Clitherow, R. Jones, D.H. Maddock, J.D. Thomas, E.M. Thornton, C.D. Ross, D.N. Sharpe. **Finance:** B. Brown, L. Calvert, P.A. Gleeson, J. King, L. Priest, P. Taylor, R.G. Worby. **Business Services:** G.H. Bullous, D.R. Evans, A.S. Facer, M. Gellman, T.I. O'Rourke, A.H. Watson, J.C. Wilford. **Advertising campaign and PR sub-committees:** G.H. Bullous, J.R. Clitherow, D.R. Evans, E.M. Thornton, C.D. Ross, D.N. Sharpe, D. Thomas, A.H. Watson. **Training:** L. Clavert, J. King, D.H. Maddock, T.I. O'Rourke, A.H. Watson, J.C. Wilford.

This one will run and run

Charlie Spedding be will again leading the pharmaceutical endeavours in next Sunday's London marathon.

Charlie Spedding — a registered pharmacist working for sports manufacturers Nike — has already managed to win the London race and come second, and he is thought to have a good chance again this year.

The National Pharmaceutical Association are again sponsoring pharmacists who run the race wearing an



Ms Bridgette Farrall MPS (middle right) of Goosey & Rodgers, Langport, Somerset, receives a cheque for £250 from Unichem's regional sales manager, Jenny Marton, for their win in the monthly Money Makers promotion. Samatha Coles, counter assistant, and Barry Norris, Unichem's representative, share in the celebrations.

NPA tee shirt. For every one who completes the distance with the shirt on, the NPA says it will donate £100 to Birdsgrove House. Community pharmacists Dick Tuffin from Witham in Essex and Terry Dole from the Pharmaceutical Services Negotiating Committee financial executive are among those who have applied for their shirts. Other pharmacists wanting to sport the Association's colours should contact Mike Young at Mallinson House as soon as possible.

The Royal National Pension Fund for Nurses is offering health care professionals £100 for each of the fastest finishers in five male and female categories and £50 for those coming in second fastest, to go towards their chosen charity. Sponsorship form from *RNPFN, Burdett House, 15 Buckingham Street, London WC2*.

Postscript

"I must admit that dispensing still defeats me at times," says a dispensing doctor in Ropley, Hants.

"I keep forcing prescriptions into baffled patients' hands only to grab them hurriedly back as I realise my mistake. I have to remember innumerable trade names rather than generics and to remember to prescribe only what is in stock," writes Dr Andrew Isbister in *The Practitioner* recently.

"During my weekend duty I learned how to add 59ml water to Amoxil powder and how *not* to count out 60 tablets. How am I to know who is exempt from prescription charges, and why should I carry change for a ten pound note?"

The doctor was writing in a "young principals' diary" series about his initiation into general practice in a rural community.

UK president

Stuart Maconochie, MPS, managing director of R.P. Scherer Ltd since 1983, has become the corporation's regional president. Europe.

This is the first time that a UK director has ever been appointed to such a senior executive position within the Scherer Corporation's international activities.

In his new role he will be responsible for plants in Germany, France and Italy, as well as the UK softgel operation.

New governors

In the recent College of Pharmacy Practice elections Peter Elworthy, Alan Crabbe and Margret Steane were elected to serve as governors for a period of three years. Paul Baker was elected as student member.

At the annual meeting, held on April 9 it was agreed that the Articles of Association be amended so that members of the Pharmaceutical Society of Northern Ireland are now eligible for membership of the College.

Beecham Proprietary Medicines: Peter Jensen has been appointed managing director; he was formerly general manager. David Weston has been appointed sales director.

Efamol Ltd: Jenny Lanning is appointed product marketing manager. She was previously with Shaklee (UK) Ltd.

L'Oreal: Mary Chapman has been appointed general manager, and Diane Miles marketing manager of the Biotherm Division. Ms Chapman rejoins the company after a period with Nicholas Kiwi, and Ms Miles joins from Vichy.



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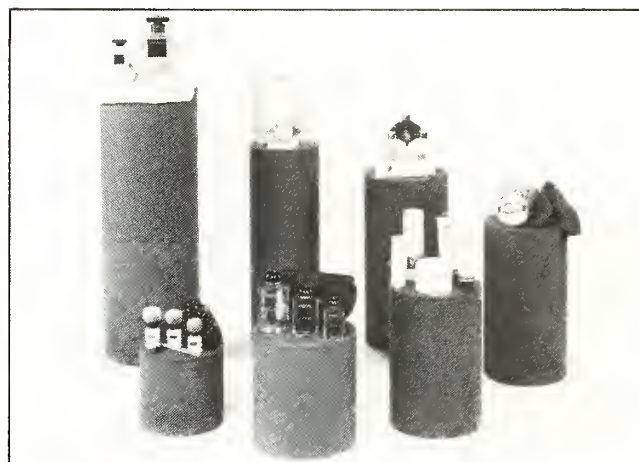
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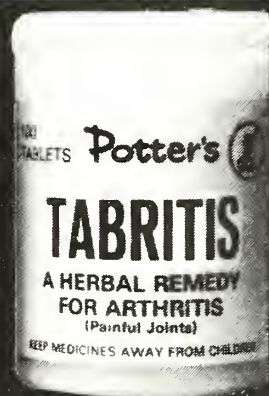
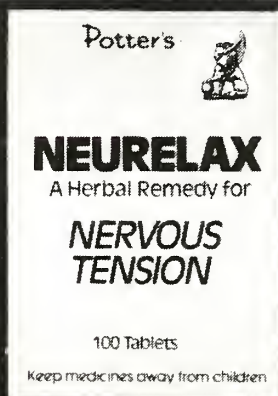
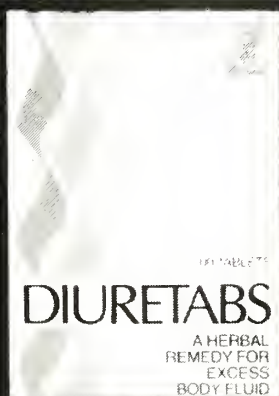
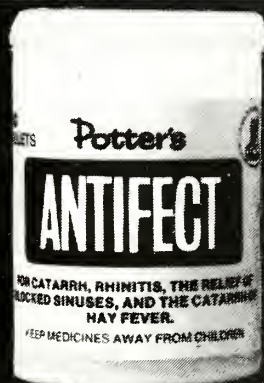
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